Food Packer

Canning Glasspacking Freezing

March, 1954

Man-of-the-month: Gen. Lucius D. Clay

"Guns, government, or cans, the art of administration is the same." He believes executives ought only to coordinate and control operations broadly at the top level. Page 60.

• • •

Reynolds Bros. of Sturgeon Bay, Wis.

Large cherry-packer uses combination of canning & cold-pack to tailor production to actual market needs. Page 24.

• • •

Bedford Products now operates four modern plants.

Depression-born company started in packing shed near Westfield, N. Y. Page 34.

• • •

Sweet potato varieties for canning.

Cooperative research program evaluates varieties suitable for Tri-State area. Page 38.

A Vance Publication

The National Magazine of Production and Management

MANY Styles AND Sizes

...BUT ALL ANCHOR CAPS HAVE THE SAME QUALITIES

EACH of Anchor Hocking's fourteen types of metal and molded closures is designed for a specific purpose, yet each embodies the same qualities that provide dependable seals, low cost application, attractive appearance and ease of removal.

The outstanding qualities of Anchor Caps are the result of practical research and engineering, careful selection, testing and control of raw materials, high manufacturing standards and thorough quality control through laboratory tests and regular inspections.

If you package or contemplate packaging in glass let us recommend and send samples of the closures best suited to your particular needs. The services of our Package Engineering and Research Laboratories are also available to help you solve glass packaging problems.

Anchor® C.T. Caps are available in 20 sizes—18 to 120 mm.—lacquered, coated or decorated. Deep rolled thread contacts underside of glass thread, exerts even pressure, effecting a uniformly tight, dependable seal.

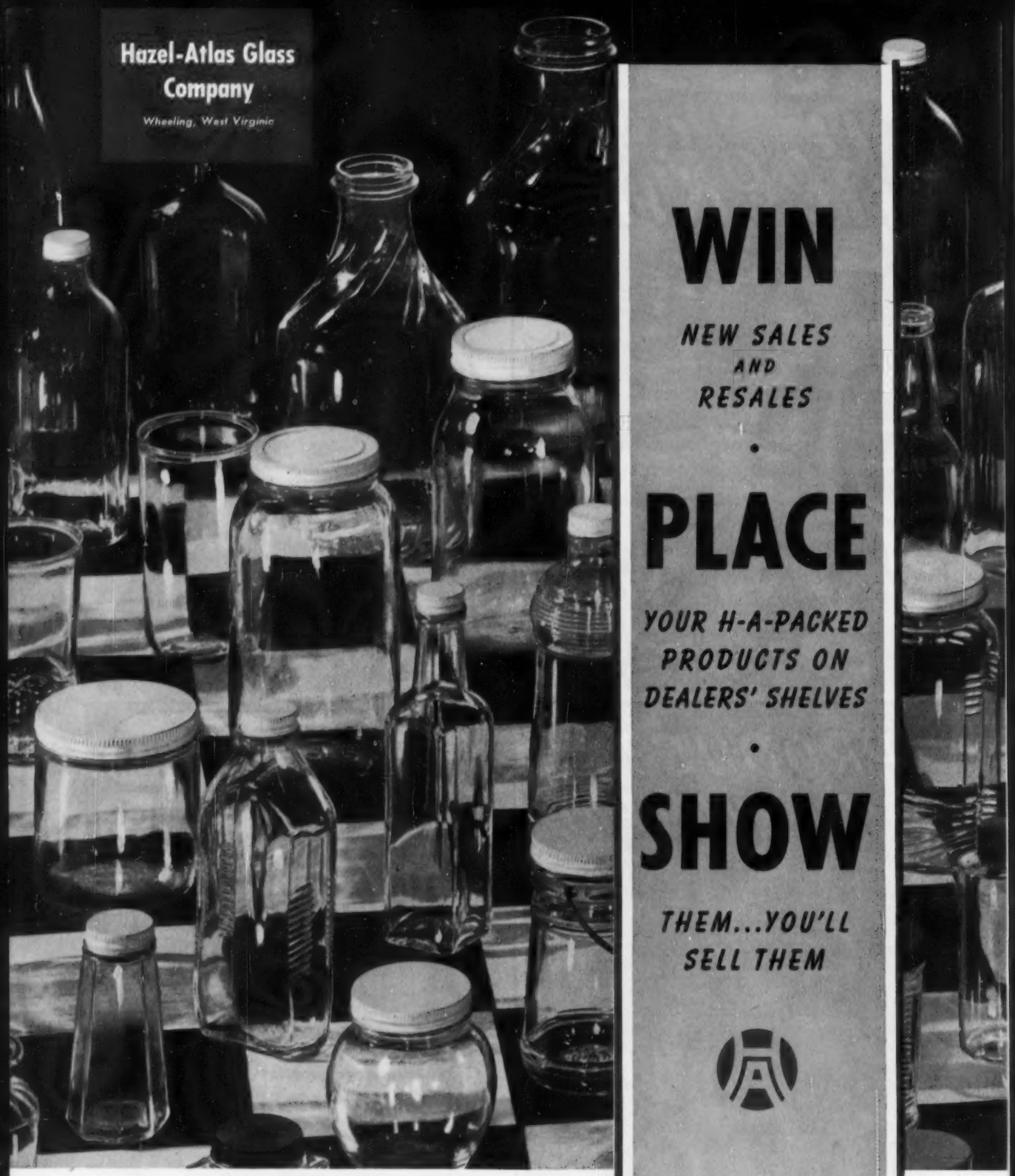
ANCHOR HOCKING

GLASS CORPORATION
LANCASTER, OHIO

★

The Most Famous Name in Glass

Heekin Cans are
PRODUCT PLANNED
We're better in a HEEKIN...
Product Planned Can!
HEEKIN CANS are *Product Planned.* When you entrust your product to a Heekin *Product Planned* Can, you will have the best can that anyone is capable of producing—each can will be the same. The more you think about this, the more, we hope, you'll want to talk about it.
Heekin PRODUCT PLANNED cans ©
THE HEEKIN CAN CO., Cincinnati 2, Ohio



WIN

NEW SALES
AND
RESALES

•

PLACE

YOUR H-A-PACKED
PRODUCTS ON
DEALERS' SHELVES

•

SHOW

THEM...YOU'LL
SELL THEM

Come in and see us at the ATLANTIC CITY PACKAGING SHOW

(April 5th through April 8th)

...we'd like to tell you about HAZEL-ATLAS SERVICE IN GLASS

And remember, too, there's a packaging show near you in every H-A sales office and plant

Food Packer

March, 1954

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Events to Come

March 12-13. Utah Canners Association, 42nd annual convention, Hotel Utah, Salt Lake City.

April 3-4. Packaging Machinery Manufacturers Institute, spring meeting, Hotel Dennis, Atlantic City.

April 8. Indiana Canners Assn., spring meeting, Claypool Hotel, Indianapolis.

May 2-5. National Fisheries Institute annual convention, Hotel Cleveland, Cleveland, Ohio.

May 10-12. Ninth Purdue Industrial Waste Conference, Purdue Memorial Union, LaFayette, Ind.

May 11-12. Third Annual Sales Clinic, Pennsylvania Canners Association, Galen Hall Hotel, Reading, Pa.

May 17-19. Mid-year meeting of Grocery Manufacturers of America, Inc., Boca Raton Hotel, Boca Raton, Fla.

May 24-27. Symposium on Instrumentation, University of Michigan, Ann Arbor.

July 15-16. National Pickle Packers Assn., mid-year meeting, Drake Hotel Chicago.

Aug. 17-19. Fifth Western Packaging and Materials Handling Exposition, Civic Auditorium, San Francisco.

Sept. 23-26. Packaging Machinery Manufacturers Institute, 22nd annual meeting, Grove Park Inn, Asheville, N. C.

Oct. 4-7. Produce Prepackaging Assn., Inc., third annual conference & exposition, Shoreham Hotel, Washington, D. C.

Special group subscription offer

Subscribe to FOOD PACKER for members of your company at a special reduced rate of $1.50 per year for each subscription in groups of three or more. SAVE 50 PERCENT! Many canners have taken advantage of this offer. Send us the names of your key people and we will start their subscriptions with the current issue.

FOOD PACKER
139 N. Clark St.
Chicago 2, Ill.

CROWN

A *Complete* CAN PLANT IN ORLANDO... *The Heart of "The Citrus-South"*

● *Complete*
MANUFACTURING FACILITIES
Three-fold expansion in the last two years. We keep pace with you.

● *Complete*
LITHOGRAPHY FACILITIES
Everything under one roof. Do all your business with just one call.

● *Complete*
LABORATORY FACILITIES
Another example of Crown's fully-integrated Service in the South.

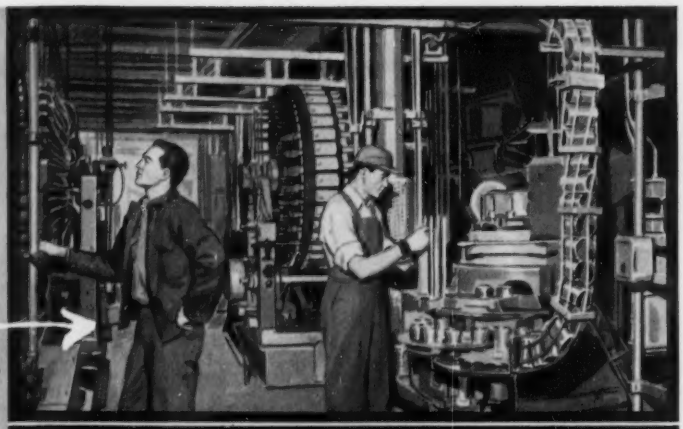
● *Complete*
WAREHOUSE FACILITIES
Chances are you'll find the cans you need RIGHT IN STOCK!

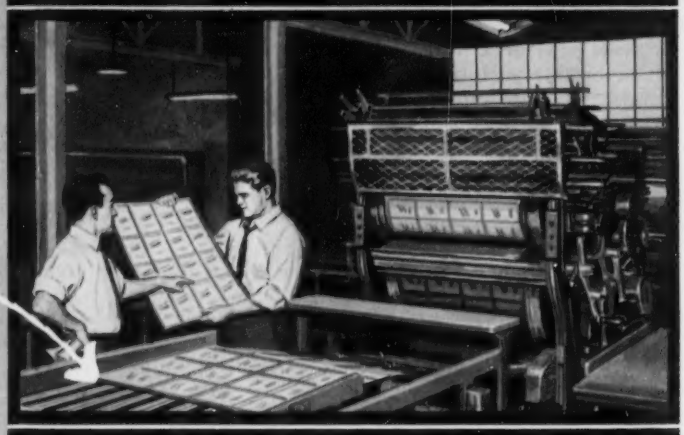
Call in a Crown Sales Representative today. Get started doing business with this friendly, dependable source-of-supply.

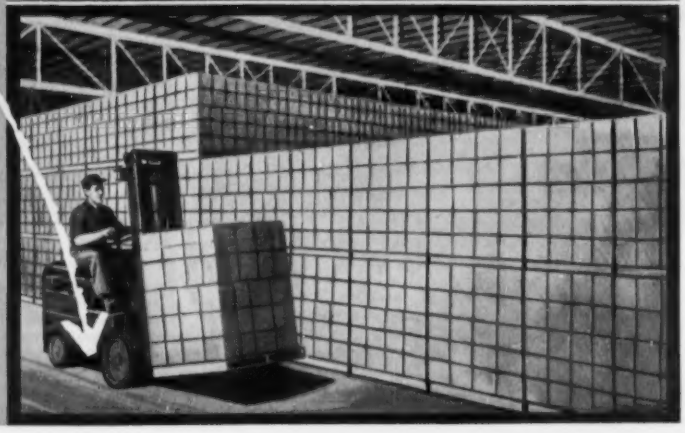
CROWN CAN
DIVISION
CROWN CORK & SEAL COMPANY, INC.
One of America's Largest Can Manufacturers

ORLANDO
Write Box 512 • Phone 9861

PHILADELPHIA • Chicago • Baltimore
New York • Boston • St. Louis







MORTON

for all your canning salt needs

Bulk Salter
For precision salting by the economical bulk method. Designed for either plant-blended mixtures or quick-dissolving Morton Salt. Buying salt in bags and dispensing accurately metered amounts into each can saves real money.

Salt Tablet Depositor
Deposits *one* tablet in *each* can at high speeds with never-fail accuracy. The tablet depositor enables the canner to get the *exact* amount of salt, or other made-to-order mixtures, into each and every can.

Saturated high purity brine piped anywhere in your plant!

The Morton Brinemaker delivers up to 800 gals. of clear, fully saturated brine an hour, using the type of salt that is most economical or best suited for each plant. Saves labor and time—the brine can be pumped under pressure from ground floor to upper levels, or anywhere in your plant!

Morton has a salt to meet the requirements of *your* particular operation, now available from 9 strategically located plants. These specialized canning salts include *Morton 999*, a high purity salt; *Morton H. G. Granulated*, a screened high grade evaporated salt of controlled purity, quality and uniformity; *Morton K. D. Granulated*, a superior quality of evaporated salt; and *Morton Rock Salt*. A Morton Consulting Engineer will be glad to recommend the salt best suited for your needs.

UP TO 800 GALLONS OF BRINE AN HOUR

—available when you want it!

MORTON SALT COMPANY
Industrial Division
Dept. FB-3, 120 S. LaSalle St.
Chicago 3, Illinois

Please send me full details on the Morton Brinemaker. I would also like information on:

☐ Morton Canning Salt ☐ The Bulk Salter ☐ The Salt Tablet Depositor

Name and Title_____

Firm_____

Address_____

City_____ Zone_____ State_____

(Brinemaker not available on West Coast)

These Eight fmc PEA EQUIPMENT ITEMS

CAN HELP TRIM RISING COSTS IN YOUR PLANT

If you pack peas and are looking for ways to cut costs, see what this specially engineered FMC pea equipment can do for you. First, each item is engineered to do an exacting job continuously and automatically. This greatly simplifies operations, speeds up output, and frequently reduces manpower requirements. Secondly, this equipment is sturdily constructed of high-grade materials—precision-built to run smoothly and efficiently through extended heavy-load periods with a minimum maintenance factor. And thirdly, its outstanding design, developed over many years, provides the gentle handling essential in maintaining the high quality established by the canner for his finished product.

Write for full information or call your nearest FMC representative

Specially Engineered—Keyed to the particular needs of pea packers

(1) FMC 8-STATION PEA & BEAN FILLER
Automatically measures and fills the product, then adds brine to a highly accurate measure. Handles up to 180 CPM, depending on can size.

(2) FMC TWIN REEL PEA GRADER
Features patented FMC "Cloverleaf" screen for increased output, more accurate sizing without damage to peas. Supplied with any number of sections desired.

(3) KEY FROTH FLOTATION CLEANER
Designed for selective and automatic separation of waste and foreign material from the product. Unmatched efficiency at a capacity up to 8,000 pounds of peas per hour.

(4) FMC 15 STATION PEA & BEAN FILLER
New and unique in design, these twin units achieve a rare combination of accuracy plus high capacity (up to 380 CPM—211 x 304) with their carefully calibrated measuring pockets and overflow brimer principle.

(5) FMC BLANCHER
Available in 8 to 18 ft. sizes, according to length of blanch required. Has highest capacity per floor space, is easy to install and clean, and is economical in steam and power requirements.

(6) FMC ROTARY PEA WASHER
Extremely simple and effective, smooth in operation, absolutely sanitary and easy to clean. Pressure lubrication gives long, trouble-free bearing life. Handles peas and many other products.

(7) FMC GOOSENECK CONVEYOR
Positive interlocking buckets form continuous conveyor with large capacity for peas, beans and other granular products. Built in any even-foot length.

(8) FMC (LEWIS) QUALITY GRADER
Efficient separation of two grades of peas, sinkers and floaters, through the specific gravity principle. Triple-reel discharge thoroughly separates peas from brine and trash.

FOOD MACHINERY AND CHEMICAL CORPORATION
Canning Machinery Division
General Sales Offices:
WESTERN: SAN JOSE, CALIFORNIA **EASTERN:** HOOPESTON, ILLINOIS

let's talk Citric!

drop
water
from
your
Citric
costs...
use

PFIZER CITRIC ACID U.S.P. ANHYDROUS

● The fact that there is no water of crystallization in Pfizer Citric Acid U.S.P. Anhydrous can mean lower citric costs for you. Here's the way it works . . .

First . . . you *drop* the freight costs on 8½ lbs. for each 100 lbs. of the hydrous form you have been ordering.

Second . . . Citric Acid U.S.P. Anhydrous costs less on an actual acid basis. You save more than ¾¢ per lb. by buying it.

Third . . . you cut storage and handling costs since you'll be handling one drum less out of five.

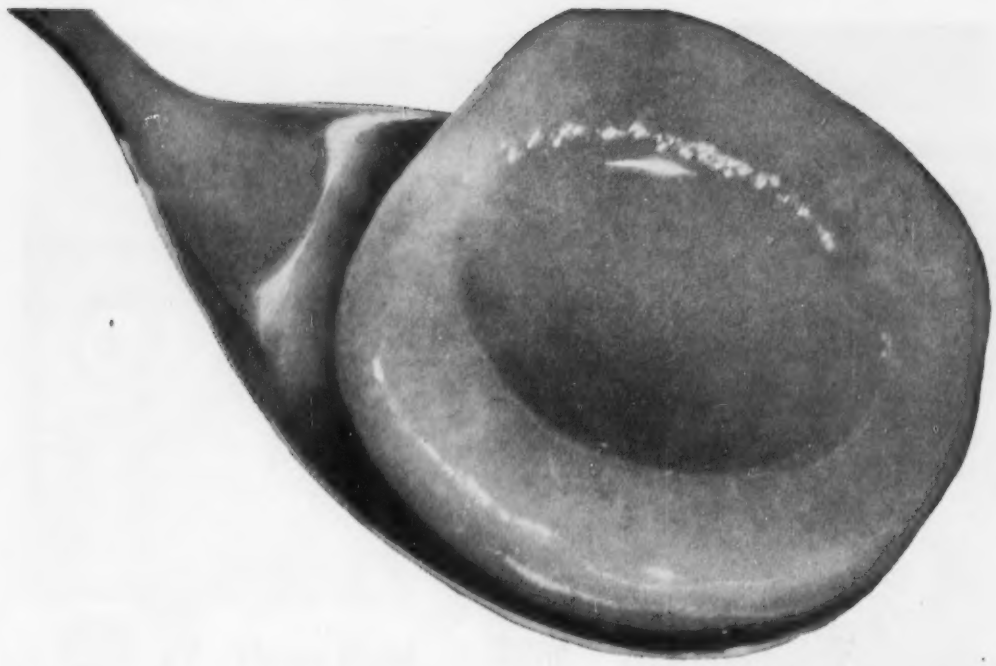
Fourth . . . since Citric Acid Anhydrous never dries out, nor does it absorb water under normal storage conditions, you get more uniform composition in your products.

The next time you order, specify the product that helps you cut citric costs—Pfizer Citric Acid U.S.P. Anhydrous.

CHAS. PFIZER & CO., INC.

630 Flushing Avenue, Brooklyn 6, N. Y.
Branch Offices: Chicago, Ill; San Francisco, Calif;
Vernon, Calif; Atlanta, Ga.

Manufacturing Chemists for Over 100 Years Pfizer



Protect fine texture and bright color with CERELOSE®

Mildly sweet dextrose sugar helps make a perfect syrup—which retains firm texture and bright color . . . prevents the fruit from turning soggy . . . and from "edge-sloughing". By making perfect syrups—dextrose helps to preserve the wonderful fruits you pack in tins and glass.

For the canning industry Corn Products Refining Company produces Globe® Brand corn syrups, ideally suited for many canning formulas.

Complete technical service is available without cost or obligation. We welcome your specific technical inquiries.

CORN PRODUCTS REFINING COMPANY
17 Battery Place, New York 4, N. Y.

FINE FOODS

ARE A MATTER OF

Good taste

STANGE SEASONINGS

WM. J. STANGE CO., CHICAGO 12, ILL. • OAKLAND 21, CALIF.
CANADA: STANGE-PEMBERTON, LTD., • NEW TORONTO, ONT.

FOR 50 YEARS . . . "SILENT PARTNERS IN FAMOUS FOODS"®

FAMOUS LAST WORDS:

"they wouldn't dare"

That's what they said the day before Pearl Harbor. Remember? But by now you'd think people would have learned. Let's face it—we must be ready for disaster at any moment. It may be an atom bomb—or it may be a fire, a flood, a hurricane. It's only common sense to be prepared for it, whatever it is. Take these precautions TODAY:

- ☐ **Enlist the help** of your local Civil Defense Director.
- ☐ **Check contents** and locations of first-aid kits.
- ☐ **Send staff** to Red Cross courses. They may save your life.
- ☐ **Promote preparedness** in your community. Your local CD Director can show you how.

Set the standard of preparedness in your plant city—check off these four simple points NOW.

FOOD PACKER

People and Plants

Otto Svoboda

F. E. Glotfelty

W. H. Lappen

D. J. Isom

S. M. Murphy

H. R. Baxter

Handling costs average 30% of the total cost of a product in manufacturing plants without continuous handling systems, **Otto Svoboda,** sales manager of The E. W. Buschman Co., Cincinnati, said at the firm's central states meeting in Chicago.

The Corn Products Refining Co., New York, has elected **F. E. Glotfelty** and **R. G. Ruark** vice-presidents. Mr. Glotfelty was also made a director.

Walter H. Lappen was named head of the quality control department in the frozen food division of Phillips Packing Co., Inc., Cambridge, Md.

The Utah Canners Assn. has elected the following officers: **D. J. Isom,** general manager, Hunt Foods, Inc., president; **Ang s G. Stevens,** president, Stevens Canning Co., vice-president, and **Harvey F. Cahill, re-elected secretary-treasurer.**

Stephen M. Murphy has joined the sales management staff of Continental Can Co.'s central metal division. **Milton A. Steege** was named credit manager of the firm's Baltimore credit district, metal division, to succeed **Nelson Schuster** who will retire this year.

H. R. Baxter, vice-president and treasurer of The Donner Corp., was elected to the board of directors of National Can Corp., Chicago.

Tri-State Packer's Assn., Easton, Md., announces the appointment of **Mrs. Ann M. Weal** as new office assistant.

The opening of a central **Commodity Stabilization Service** office for processed agricultural products at 1010 Broadway, Cincinnati, Ohio, on February 15, was announced by the U. S. Department of Agriculture.

J. O. Epeneter was appointed general manager of the refinery division of Armour & Co., Chicago.

Rosenberg Bros. & Co., San Francisco, has named Paul Sayres Co., Inc., New York, to handle promotion and distribution of Rosenberg's Sugaripe consumer line in the New York market. Mitchell Beck Co., New York, will continue to handle private label and bulk sales.

Willard Eliel, president of College Inn Food Products Co., Chicago, announces that Chicago interests have acquired the business. There will be no change in the management of the company, which will operate under the name of College Inn Food Products Corporation.

Louis N. Ruso, general manager of A. L. Ruso, Inc., Watsonville, Calif., will assume the additional responsibilities of sales manager for the firm. **G. L. Youmans, Jr.** was appointed manager of the Ruso cold storage plant in Atascadero, Calif.

John M. Davidson was appointed assistant sales manager of the metal processing department of the Pennsylvania Salt Mfg. Co., Philadelphia, Pa.

Arthur J. Burke has assumed full duties of chief engineer at Richardson Scale Co., Clifton, N. J., following the retirement of vice-president **John P. Clifford.**

Grocery Manufacturers of America, Inc., New York, has announced the appointment of **Miss Dorothea Mahlstedt** as director of women's press and radio relations.

Roger F. Hepenstal, vice-president in charge of manufacturing for American Can Co., N. Y., will serve as director of cataloging, standardization and inspection with the Department of Defense in Washington, D. C.

Membership in **Super Market Institute** for the quarter ending December 31, 1953, rose to a total of 646 companies, with total annual sales for the year 1952 of $5,317,000,000.

Clark Equipment Co. has announced plans to erect a new plant on the outskirts of Benton Harbor, Mich., for assembly of tractor and power shovels. The new plant is expected to be in operation before the end of 1954.

Gläser, Crandell Co., Chicago, has announced the appointment of J. J. Thompson Co. as its brokers to cover the entire state of Michigan.

James R. McGoldrick was promoted to district manager of the Brockway Glass Co.'s St. Louis office.

Hazel-Atlas Glass Co., Wheeling, W. Va., announced the appointment of **Creed Malone, Jr.,** as chief engineer. He succeeds **Laurence Meharg,** who will continue to serve the company in a consulting capacity.

T. C. Thomsen, formerly with General Foods Corp., N. Y., has joined the M. K. Mellott Co., consultants in public relations, as vice-president and manager of the New York offices.

Diamond Alkali Co., Cleveland, has announced the following: establishment of a Chlorinated Products Division, with C. E. Lyon as general manager; establishment of a Plastics Division, with **A. L. Geisinger,** general manager; promotion of **Frank Chrencik** to works manager of the Houston plant, and appointment of **John S. Cort, Jr.,** as sales manager of the company's chromium chemicals division.

The Aluminum Assn., New York, has announced election of **David P. Reynolds,** Reynolds Metals Co., Louisville, Ky., as director at large. Re-elected were directors **George A. Ginsburg** and **Harry L. Smith.**

Apple Growers Union, Sebastopol, Calif., has named **Elmo Martini** general manager. Martini was formerly a director of the firm.

Mrs. Tucker's Foods, Inc., Sherman, Tex., and Jacksonville, Ill., celebrated its 41st anniversary in February.

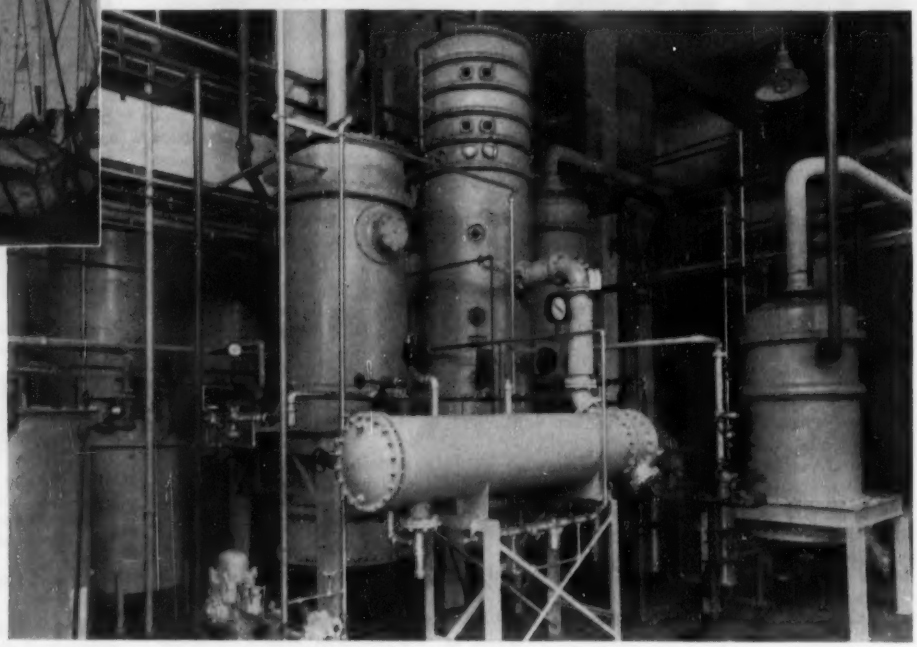
A grant of $100,000 by the **Campbell Soup Fund** will finance the auditorium of the projected Basic Sciences Laboratories Center of the Drexel Institute of Technology, Philadelphia.

Elbridge G. Lowell, 83, vice-president and director of Angelus Sanitary Can Machine Co., Los Angeles, died December 5 following a brief illness. He had been associated with the firm since 1918.

W. M. Tompkins, 60, technical assistant to the general manager of Continental Can Co.'s equipment engineering division, died recently in Chicago.

Mrs. Frank C. Westphal died recently following an illness of several years. She is survived by her husband who is president of the Watertown (Wis.) Canning Co., and four sons.

Spice Shipments are not always the same...



BUT CONTROLLED EXTRACTION ASSURES UNIFORMLY PURE, POTENT PEPPER FLAVOR IN SOLUBLIZED Pepperoyal.

Pepperoyal is no ordinary soluble pepper. Use the same amount of Pepperoyal in every batch of your product, and every batch will smack of the same pure pepper flavor.

True, it is processed from prime quality pepper berries. But, its real quality distinction originates in the Griffith laboratories. The potency, purity and uniformity of pepper flavor in Pepperoyal is controlled by our exclusive process of extraction.* It assures you of the same flavor quality in every shipment of Pepperoyal, or any of Griffith's Solublized Seasonings.

A real contribution to the flavor control of your products! Let's talk about it.

*Patent Applied For.

THE Griffith LABORATORIES, INC.

In Canada — The Griffith Laboratories, Ltd.

CHICAGO 9, 1415 W. 37th St. • NEWARK 5, 37 Empire St. • LOS ANGELES 58, 4900 Gifford Ave. • TORONTO 2, 115 George St.

Laboratorios Griffith do Brasil, S.A.—Caixa Postal 300 Mogi das Cruzes, Est. S. P., Brasil

MANY Styles AND Sizes

...BUT ALL ANCHORGLASS CONTAINERS HAVE THE SAME QUALITIES

THEY are uniformly strong, tough, dependable lightweight glass containers—high in chemical durability, accurate in dimensions, capacity and finish. They are designed to withstand the knocks of modern high speed production lines, handling and transportation.

Anchorglass containers are the result of practical engineered designs, careful selection and control of raw materials, uniform distribution of glass, precise temperature control in annealing and thorough quality control through laboratory tests and regular inspections.

If you package or contemplate packaging in glass let us send you sample containers with suitable closures for your particular needs. The services of our Package Engineering and Research Laboratories are also available to help you solve glass packaging problems.

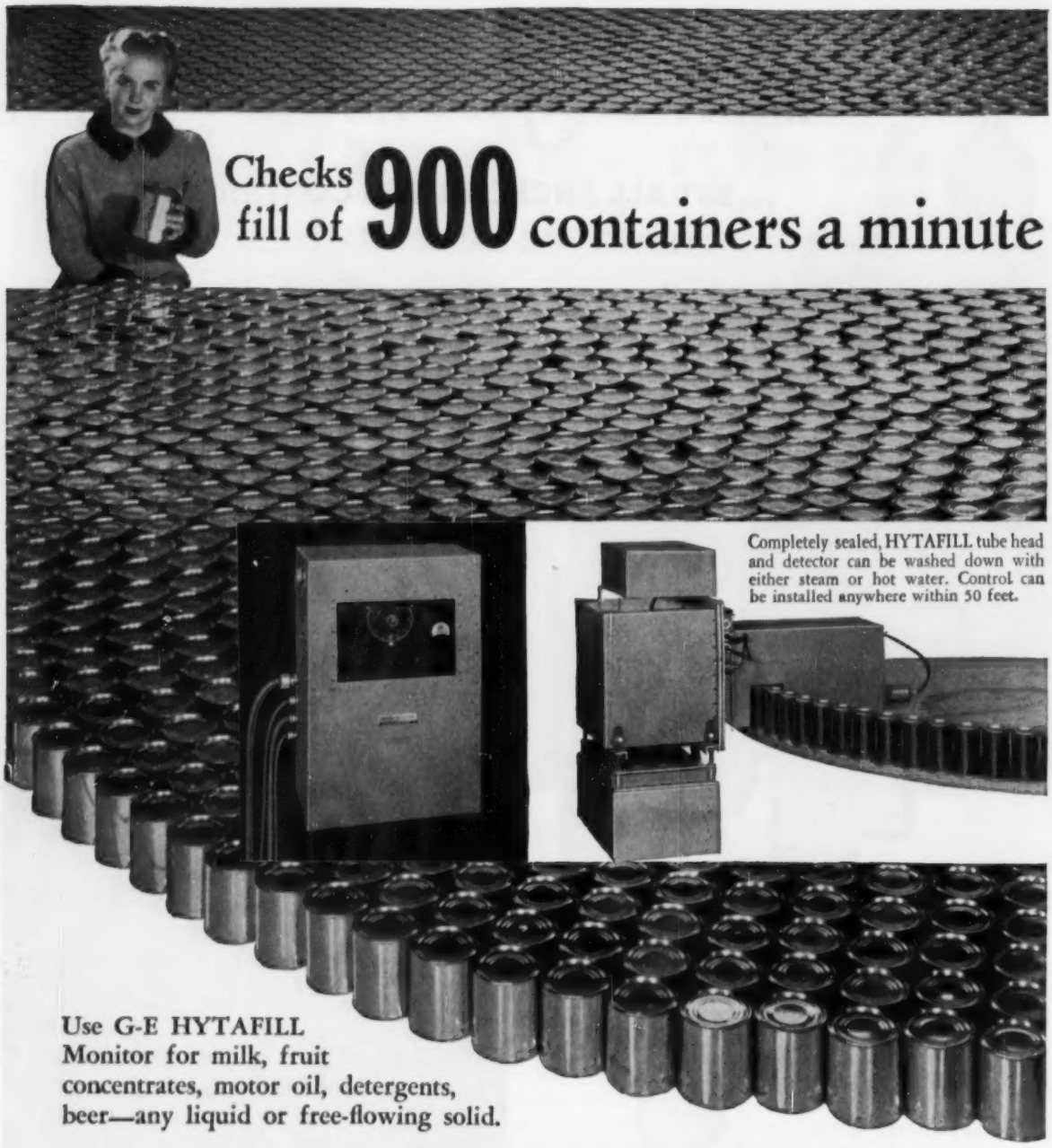
Anchorglass® catsup and chili sauce bottles are available in six standard styles. The rounded panel bottle at right is sealed with a 27 mm. Anchorvac Dualseal Catsup Cap.

ANCHOR HOCKING

GLASS CORPORATION
LANCASTER, OHIO

★

The Most Famous Name in Glass



Checks fill of 900 containers a minute

Completely sealed, HYTAFILL tube head and detector can be washed down with either steam or hot water. Control can be installed anywhere within 50 feet.

Use G-E HYTAFILL Monitor for milk, fruit concentrates, motor oil, detergents, beer—any liquid or free-flowing solid.

COMPARE your present checking equipment with General Electric's low-cost, trouble-free HYTAFILL X-Ray Monitor. This high-speed, automatic device straddles existing conveyor lines . . . does not come in contact with containers. Any liquid or free-flowing solid can be accurately monitored . . . over- or under-fills rejected. It's proved particularly effective for fruit concentrates, beer and milk.

Here's how it works: a narrow x-ray beam passes through the container at the correct height-of-fill. Variations exceeding 1/64 of an inch are automatically detected. It's a sure method of eliminating short measures without costly over-filling . . . insuring constant head-space for accurate control of container pressures during processing . . . catching leakers that might cause spoilage or embarrassment.

For complete information on the HYTAFILL, see your G-E x-ray representative. Or write X-Ray Department, General Electric Company, Milwaukee 1, Wisconsin, for Pub. AG-34.

You can put your confidence in —

GENERAL ELECTRIC

WHEN PUMPS WEAR OUT ...WHO IS AT FAULT!

CHECK IN-PLANT SERVICING!

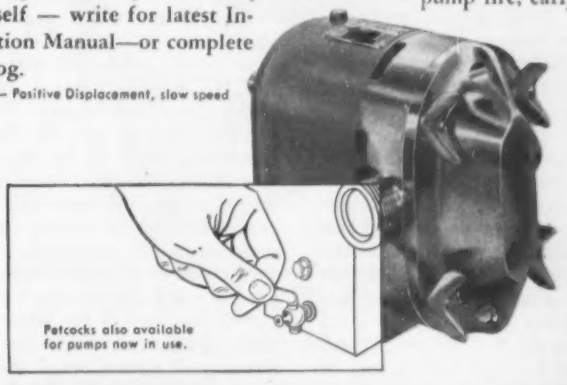
WAUKESHA P.D.* Sanitary Pumps are built for long life! Every detail in their design and construction confirms this. Service-conscious owners prove it every day, every year. That's why you'll find *more* Waukesha Pumps in use today for quality protection of all types of products, liquid, semi-liquid, creamy or chunky. Prove it yourself — write for latest Instruction Manual—or complete catalog.

*P.D. — Positive Displacement, slow speed

One of many Waukesha Pump "Life-Savers," this simple petcock can add *months* to pump service! Use it to drain condensate from your pump every time you clean it — daily.

It's *important!* If you leave condensate in your pump, you saponify the oil . . . Your oil loses its lubricating value, and you have rapid wear on the ball bearings, causing misalignment of shaft —resulting in excessive wear on impellers and pump body. Shorter pump life, early repair and need for replacement!

SAVE YOUR PUMP . . . Make the "Petcock-Check" *every day.* Let it drain until the oil runs clear. Then check the oil level; add oil to fill — of the recommended type and viscosity. It's good "life insurance." Saves money — and new pump investment.



WAUKESHA FOUNDRY COMPANY, 1356 Lincoln Avenue Waukesha, Wisconsin

Waukesha 100% SANITARY PUMPS

Dependable Product of a Responsible Manufacturer

Washington and You

Robert Y. Kerr, Washington Editor

Dairy "dilemma" illustrates uneven pressures that may face the industry

HEW Secretary Hobby's assertion on "cooperation" at NCA convention affects the long line of food distribution, from processor clear down to Aunt Carrie & her purse

IN A MAJOR ADDRESS before the National Canners Association convention, the Secretary of Health, Education and Welfare made one of those quiet statements that everybody thinks is pretty wise and then rather forgets.

Mrs. Hobby said in effect that keeping up the safety and quality standards of foods is a cooperative affair that ought to be shared in voluntarily by everybody who has an honest interest in human forage and its marketing methods.

Most of us would think first of the Food & Drug inspectors, since they have legal responsibility and legal powers in the matter of maintaining the climate of food standards. Of course they have these delegated powers; but the clan of economic weather-makers includes also the producers of raw materials, the food processors, the long line of distributors reaching from the processing plant to the retail counter, and by all means Aunt Carrie and her fellow household purchasing agents.

Compliance is good

With a few exceptions about which everybody knows, the food-standards compliance weather of late years has been pretty good; otherwise the small number of inspectors wouldn't have gotten anywhere, but fast. In a way this recalls what a traveling salesman said about a train he once took out of Chicago. Fifteen minutes after leaving the terminal, according to his account, the train was two hours late; and if we thought this wasn't possible we just didn't know about the psychological climate of that particular locomotive. The train crew couldn't help it if the engine had learned its trade on a shoppers' local. It stopped automatically at every house; and twice at a double house!

Getting back to the food business, there's some little evidence of changing weather. Corns are beginning to ache, with production and distribution costs. Customers are getting a thought quarrelsome. Economists are telling us in those quiet whispers, audible for 17 miles, about rolling adjustments ahead; whatever they are. It adds up to a collection of uneven pressures on the industry.

So here's a small sample; useful, if at all, for purposes of illustration. No comment intended about the problem of surpluses; which is a separate puzzle in itself. Just a passing reference to a crack in the cooperative support of standards; at the point where the retail consumer hitches on.

Now Aunt Carrie's an old hand at household economics; and, while she has a high-compression vocabulary that's set to kick off any time the provocation gets too hot to handle, she always tries to see all around a situation before throwing the book at it. But not all her neighbors are so restrained.

This page notices that newspapers are carrying quite a lot of letters to the editor, written by hot and bothered housewives. A good many of these fire arrows get shot at dairy farmers and their supposed "high-level incomes." A good many propose a buyers' strike against the purchase of butter; which, the writers think, would make "quite a dent in the farmers' complacency." The real objective, it seems, is to bring down the price of milk consumed by small children.

Dairy farmers are capable of speaking for themselves; and no one is surprised that women with children worry over the price of milk. But the old problem of the cross-eyed butcher is involved; whether or not he hits where he looks. So before the good ladies assault the dairy farmer's complacency and his high-level income it might be an idea to find how complacent he is and how high his income reaches.

Here are some borrowed figures: Since 1952, this farmer's share of the dollar paid by the retail customer for dairy products has declined by eight percent. The hourly earnings of the farmer for operating his farm have been running of late below the average wages of farm hands; and these farm hands are paid less than half the average wages of industrial workers. If the husbands of the clamant ladies are industrial workers, their wages have doubled since '39 and, as we mentioned above, are more than twice as high as the farmer's income. During the same period, dairy products lack ten percent of having advanced as much as the average of *all* foods.

Not many people think this holy war against the dairy farmer will ever go beyond the letters-to-the-editor stage. But let's suppose it does take place and that it makes a further cut in the dairyman's income. It would not reduce the price he must pay for feed nor the cost of the equipment he must have to comply with state and local regulations. And, if the above figures are correct, it wouldn't take much income reduction to put him permanently in the red.

Forced losses

The indignant ladies may not have noticed that there is no law compelling a dairyman to operate at a loss. His obvious course, if he's pushed permanently below the line, is to consign his herd to a meat-packing plant and to retire from a losing occupation. Let's suppose enough herds are liquidated to bring the national supply of milk two or three percent below the current national demand. This would hardly reduce the price of milk. Quite the contrary. Whatever the answer may be to the troubled ladies' problem, a gun-jumping buyers' strike wouldn't seem to promise them much; at least not much they'd want when it got delivered to them.

But the point this page seeks to make is that violent and ill-considered assaults on producers and markets MIGHT actually bring a number of prices down, but in ways the buyers wouldn't like; do it by the shorting of processing methods, by the substitution of inferior—and cheap—materials, by omissions, and especially by evasions. Honest processors, trying to maintain quality standards, would see a variation of Gresham's law working against them. Sir Thomas Gresham, a British financier of the sixteenth century, discovered that bad money drives good money out of the market. Well, where price is the first factor in importance, inferior food products

(Continued on page 45)

Use your cap to show special storage directions

If your product needs special care, tell about it on your cap. For your metal cap is a lasting "label"—one that won't get detached or torn. It's there every time your product is used—every time the reminder is needed.

There are lots of other ways a decorated cap can work for you—from displaying a trade-mark to showing a recipe. All offer ways to help win sales for your product. Let Armstrong's package designers suggest the right job for your cap—and ways to do it best.

For complete information, just get in touch with your nearest Armstrong office or write direct to the Armstrong Cork Company, Glass and Closure Division, 5203 Cherry Street, Lancaster, Pennsylvania.

ARMSTRONG'S METAL CAPS

Open with a twist! *Close with a twist!*

Along with the best in cans

take your pick

of our package services

Naturally, Continental is interested in shipping you cans by the trainload. But we want to be sure that the cans you get are precisely right for your operations . . . that they are delivered when and where you say . . . and that you have access to the many helpful services we have available. That is why we put so much emphasis on our *Tailor-Made Package Service*. When you become a Continental customer, your packaging problems become our problems. We work with you as if you were our one and only customer. We do things your way if humanly possible. Give us a chance to prove it — soon.

CONTINENTAL CAN COMPANY

Continental Can Building 100 East 42nd Street, New York 17, N. Y.

Eastern Division: 100 E. 42nd Street, New York 17

Central Division: 135 So. La Salle St., Chicago 3

Pacific Division: Russ Bldg., San Francisco 4

MARCH, 1954 **Food Packer** VOL. 35, No. 3

CANNING • GLASSPACKING • FREEZING

BETWEEN THE LINES

BLUE LAKE GREEN BEANS are introduced in New York City by (l. to r.) Wm. J. Jost, Geyer advertising acct. executive; Chester I. Chase, president of Paulus Bros. Packing Co., Salem, Ore.; and Don Dawson, head of Don Dawson Co., advertising, Portland.

P. P. WOJTUL (left), vice-president of Continental Can Co., takes over as new marketing chairman of Can Manufacturers Institute. L. W. Graaskamp (right), vice-president of American Can Co., retiring chairman, offers congratulations as Hal Jaeger, CMI official, looks on.

Blue Lake green beans introduced in New York

Blue Lake green beans, distinctive variety developed specifically for canning and grown commercially only in the northwest U. S., were introduced to leading food editors in the east recently by officials of Associated Blue Lake Green Bean Canners, Portland, Ore. (see photo above). Chester I. Chase, president of Paulus Bros. Packing Co., Salem, Ore., said that Blue Lakes, packed now under many brand names, have had "fastest sales growth in history of canned foods, capturing in relatively few years over 30 percent of total canned green beans sold in the U. S."

NCA consumer relations committees named

National Canners Association president E. E. Willkie has named members of a 19-man committee on Consumer and Trade Relations which will oversee the new Association program in 1954 of promoting increased use and acceptance of canned foods. Those to serve on the committee include many of the members of the special committee that worked during 1953 under chairmanship of Wm. A. Free Sr. in studying and pointing up this activity. It was their recommendation for a $150,000 program and employment of Dudley, Anderson and Yutzy that was voted unanimously by the NCA board of directors at the recent Atlantic City convention.

To work closely with DAY and the NCA staff on implementation of the program, Chairman Free has also named a small technical subcommittee of this group. Members of these committees are as follows:

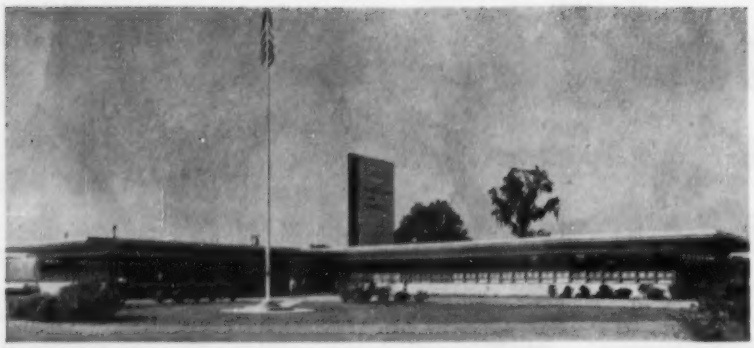
Consumer and trade relations

Wm. A. Free Sr., Hungerford Packing Co., Hungerford, Pa., chairman; K. F. Boucher, Hawaiian Pineapple Co., Ltd., San Francisco; Edward Dunlap, Plymouth Canning Co., Plymouth, Ind.; Dan Gerber, Gerber Products Co., Fremont, Mich.; Fred C. Heinz, H. J. Heinz Co., Pittsburgh; H. A. Hebberd, Stokely-Van Camp, Inc., Indianapolis; E. A. Hildreth, National Fruit Product Co., Inc., Winchester, Va.; W. D. Hooper, Hunt Foods, Inc., Fullerton, Calif.; K. M. Ingison, Fruit Belt Preserving Co., East Williamson, N. Y.; Glenn Knaub, P. J. Ritter Co., Bridgeton, N. J.; Roy G. Lucks, California Packing Corp., San Francisco; Norman Merrill, Blue Lake Packers, Inc., Salem, Ore.; Jack Mullowney, Green Giant Co., Le Sueur, Minn.; Fred Moss, Idaho Canning Co., Payette, Idaho; Louis Ratzesberger Jr., Illinois Canning Co., Hoopeston, Ill.; Henry M. Stevens, Campbell Soup Co., Camden, N. J.; A. O. Verbeke, Libby, McNeill & Libby, Chicago; J. B. Weix, Oconomowoc Canning Co., Oconomowoc, Wis.; E. E. Willkie, Pacific American Fisheries, Inc., Bellingham, Wash., Ex-officio.

Technical subcommittee

K. F. Boucher, chairman; and Wilmot P. Rogers, Henry M. Stevens, Joseph B. Weix, and Wm. A. Free Sr., Ex-officio.

According to NCA, the subcommittee met at the DAY office in New York, February 2, along with representatives of the Can Manufacturers Institute, American Can Co., and Continental Can Co. George Anderson and Don Callahan of DAY outlined the plans and methods Mr. Anderson had presented to the board in Atlantic City. This was for the purpose of acquainting these other trade groups, which have canned foods advertising and promotion programs in being or under consideration, with the nature of the NCA program, thus to avoid



NEWEST ADDITION to Central Florida's growing industriol community is American Can Company's new metal container plant, in Plymouth, in which metal cans for citrus products will be manufactured. Plant employs 150 people and has rated capacity of 300 million cans per year.

duplication and generally to achieve coordination of the several efforts that will be underway concurrently in 1954.

New NAFFP officers

The National Association of Frozen Food Packers announces the election of the following officers at the association's recent annual convention: President, John L. Baxter, H. C. Baxter & Bro., Brunswick, Me.; first vice-president, Geo. L. Mintley, Birds Eye Div., General Foods Corp., New York City; second vice-president, F. G. Lamb, Lamb-Weston, Inc., Weston, Ore.; secretary-treasurer (re-elected), L. W. Martin, Washington, D. C.

Preservers Assn. announces new officers

Officers of the National Preservers Association (all re-elected) are: President, Buell H. Bedford, Bedford Products, Inc., Dunkirk, N. Y.; vice-presidents, W. K. Meschter, American Preserve Co., Philadelphia; Paul Smucker, J. M. Smucker Co., Orrville, Ohio; and A. H. Blount, Tea Garden Products Co., San Leandro, Calif.; secretary-treasurer, John C. Fosgate, Chester C. Fosgate Co., Orlando, Fla.; and managing director, W. Lowe Walde, Washington, D. C.

Broker's place in frozen food industry strong, Rogers tells NAFFP

With the frozen food industry moving ahead soundly, the food broker's place in it is stronger than ever, Watson Rogers, president of the National Food Brokers Association, told the National Association of Frozen Food Packers at its annual meeting held in New York recently.

"Actually it is too early to talk about the food brokerage score for '54," Mr. Rogers said. "But I think there will be general agreement that the food brokerage goal for this year is to set new sales records in frozen foods, just as in other fields of the food industry".

The food broker spokesman sounded a warning that in attempts to weaken the Robinson-Patman Act the entire food industry faces a threat to sound business conditions that could completely change its present bright economic outlook. "If any one of the basic principles of this law is weakened," he continued, "it will unloose a destructive torrent of unfair price discriminations that would set the industry back many years. For the frozen food industry such a set-back would be tragic indeed."

Nation divided into seven pickle markets by NPPA

The National Pickle Packers Assn. has announced a new marketing plan whereby newspaper, magazine and radio publicity will be reported to members as it occurs in seven basic areas of the country. These areas are: Farwest, Northwest, Southwest, Central, Southeast, Middle East, and New England.

This is a refinement of the pickle sales promotion program designed to demonstrate to members the wide national coverage, and the appearance of pickle publicity in sales areas and home towns, the NPPA said.

Canco announces changes in its Pacific Division

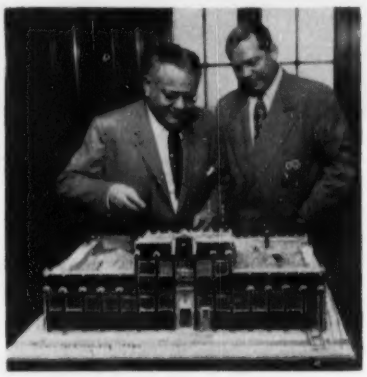
American Can Co. announces the following manufacturing-sales changes in its Pacific Division:

Lloyd K. Davis has been promoted to superintendent of manufacture in the Division. Richard K. Frederick has been named manager of the Portland, Ore. plant, succeeding S. J. Hartmann, who has been transferred to Division headquarters in San Francisco. John B. Wiebers was named plant manager of the Wilmington, Calif. plant.

Edward Pilsbury, Jr. was appointed manager of the San Jose, Calif. plant, succeeding Richard Drew, who is retiring after 42 years of service. William Flynn was named assistant sales manager in the company's northwest district sales office at Seattle, Wash. Herman Schmidt, general foreman at the Monterey, Calif. factory, has retired after 50 years service with the firm.

Concord Grape Co-op elects '54 officers

Concord Grape Cooperative Development Assn., Inc., Penn Yan, N. Y., announces election of the following officers for the coming year: President, Thomas O'Neil, Red Wing Co., Fredonia, N. Y.; vice-president, Henry Abrams, Cleremont Food Products, Cleremont, N. Y.; secretary, R. V. LeBel, Hudson Valley Pure Food Co., Inc., Highland, N. Y.; and treasurer, Arthur Wolcott, Seneca Grape Juice Co., Dundee, N. Y.



National Can merger one year old

An anniversary calls for a cake—in this case a baker's version of National Can Corp.'s Kedzie plant in Chicago. Robert S. Solinsky (left), president of the company, and Andrew Toft, vice-president, cut the cake. Occasion is first anniversary of the acquisition of Cans, Inc., of Chicago, by National Can, and the moving of National's headquarters office to Chicago from New York City.

Dulany reorganizes marketing functions

Reorganization of marketing functions has placed within a single marketing division the sales activities for both canned and frozen foods at John H. Dulany & Son, Inc., Fruitland, Md., the company has announced. Roger M. Kirk Jr., former frozen food sales division manager, heads the new marketing division as director of marketing, and will oversee sales promotion and advertising, frozen food products, canned foods, field sales, and national sales representatives.

The company anticipates improved

advertising coverage, better coordination between marketing and production divisions, and improved relations between salesmen and their customers on both canned and frozen foods, as well as advantages from more frequent person-to-person contacts with canned food brokers and frozen food distributors located outside sales districts, as the result of the reorganization.

New officers of Northwest Packers & Growers

The Northwest Packers & Growers, Inc., announce the election of the following officers: President, Chester Roche, Western Oregon Packing Corp., Corvallis, Ore.; vice-president, E. O. Oleson, Stokely-Van Camp, Inc., Kent, Wash.; secretary-treasurer (re-elected), William E. Yeomans, Portland, Ore.

Association of Canners State and Regional secretaries

New officers of the Association of Canners state and regional secretaries are as follows: President, E. E. Elmer, Minnesota Canners Association, Minneapolis; vice-president, C. W. York, Pennsylvania Canners Association, York; and secretary-treasurer, John W. Rue, Tri-State Packers Association, Easton, Md.

New York Association now has 103 members

W. H. Sherman, secretary of the New York State Canners & Freezers Assn., Inc., reports that five member firms discontinued business during 1953 and two additional firms were sold to other processors. Thus the association lost seven active members. However, five other firms joined the association, and also there was a net gain of seven associate members. Totals now are 103 active members and 144 associate members. Mr. Sherman said 1953 was the ninth consecutive year that the association showed an increase in overall membership.

National "Can Opener Week" set for April 30-May 8

National "Can Opener Week" has been set for the week of April 30 to May 8, it was announced by Harold H. Jaeger, marketing director of the Can Manufacturers Institute. He said that streamers, posters and literature will be available to participating companies and stores for merchandising tie-ins.

NEW D-MEN, field service representatives of The Diversey Corp., Chicago, who recently completed a four-weeks' technical and sales training course and have been assigned to territories to sell Diversey products: Back row (l. to r.): J. Gironda (Central Div.); G. W. Cooper (Southern Div.); L. J. Schell (Eastern Div.); A. J. McCorkel (Southern Div.); W. E. Britton (Pacific Div.); A. D. Dallman (Pacific Div.); R. R. Sealye (Chicago); Front row (l. to r.) E. F. Worthington (Cleveland Div.); A. I. Berch (Eastern Div.); G. H. Woodrow (Southwestern Div.); K. O. Green (Central Div.); T. Hogan (Chicago). Products include cleaners, disinfectants & insecticides.

New NCA members

The National Canners Association has announced that the following firms have been admitted to its membership: Alaska Airborne Fisheries, Dillingham, Alaska; Hurlburt Bros. Co., Inc., Napoleon St., Wilson, N. Y.; Longview Farms, Inc., Mill St., Middleport, N. Y. and Moody Dunbar Co., P. O. Box 188, Limestone, Tenn.

Young Guard Society's new officers

President, Reid W. Jensen, Varney Canning Co., Roy, Utah; first vice-president, R. L. Eirich, H. S. Crocker Co., Inc., Baltimore; second vice-president, Ed Raley, Raley Bros., Inc., Atlanta; Secretary, Herb Shek, H. S. Crocker Co., Baltimore (re-elected); treasurer, R. W. Mairs, Winter Garden Citrus Products Co-op., Winter Garden, Fla. (re-elected); recording secretary, Arthur Judge Jr., Canning Trade, Baltimore.

Conreux new president of Co-op Food Distributors

Jack C. Conreux, president-manager of Associated Grocers, St. Louis, was elected president of the Cooperative Food Distributors of America at the annual meeting of the organization, held recently in Chicago.

Other officers elected were: First vice-president, W. A. Dalon, Wyoming Valley Distributing Co., Wilkes-Barre, Pa.; second vice-president, D. P. Lloyd, Associated Food Stores, Salt Lake City; and secretary-treasurer, J. G. Foy, Grand Rapids Wholesale Grocery Co., Grand Rapids, Mich. Mr. Foy also was elected chairman of the executive committee.

Gerber expands TV advertising

Gerber Products Co., leading baby food manufacturer, has announced plans for a marked expansion of its TV advertising activities. In addition to increased time on the Kate Smith Show, Gerber also will sponsor a weekly portion of NBC-TV's top rated "Ding Dong School," beginning in early March.

Promotions in '54

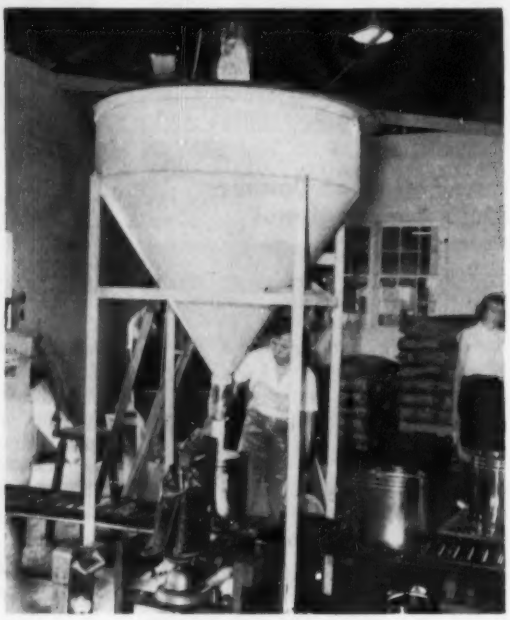
Following are special promotions in the industry for 1954 as listed by the public relations firm of Theodore R. Sills & Co.: National Pickle Week, May 13-22; Some Like it Hot, Some Like it Cold (Tuna-Macaroni), June 14-July 31; Kraut, Pork 'n Apple Dinner Season, Oct. 1-Nov. 15; National Tuna Week, Nov. 4-13; and Holidays Are Pickle Days, Nov. 15-Jan. 1, 1955.

Packaging Institute to hold luncheon

The annual spring luncheon of the Packaging Institute will be held at Hotel Dennis, Atlantic City, Wednesday, April 7, during the National Packaging Exposition, E. H. Balkema, vice-president of the Institute, has announced.

Don W. Reynolds (sitting, left), president of Reynolds Brothers, Inc., and W. H. Volkmann (sitting, right), are shown here with (standing, l. to r.) R. A. Severson, factory superintendent; M. A. Stram, office manager; Eli Solway, orchard superintendent; and Gervase Parker, harvesting superintendent. The company has excellent management.

The new Dunkley sugar machine that accurately and speedily applies sugar to cold-pack containers of cherries just before lids are put on. Container rests on scale briefly while proper amount of sugar flows onto cherries. ◆ Note screw conveyor discharging sugar into hopper.



Reynolds Bros. annually packs nearly third of "Door County's Finest"

This large Wisconsin cherry packer uses a combination of canning and cold-pack to tailor production to actual market needs

BILL SCHAAL, Editor

REYNOLDS BROTHERS, INC., Sturgeon Bay, Wisconsin, cans and cold-packs about 30 percent of the cherries produced in famed Door County—the largest cherry-producing and cherry-processing county in the United States.

The company's high-speed facilities are so arranged in three modern plants that 45 to 50 thousand pounds of prepared cherries can be funneled into either canning or cold-pack lines each hour of operation. Thus the company can tailor its production to the market demands of the moment—a significant reason why the Reynolds name has assumed great prominence in the cherry industry.

Two of the three Reynolds plants, Numbers 1 and 2, are conveniently located in the center of 650 fertile acres of company-owned orchards a few miles north of the city of Sturgeon Bay. Here in the virtual "Heart of Cherryland" the company has the advantage of ample operating room, short hauls of a highly perishable crop, and nearby camps to house the 1,000 to 1,500 migrant workers used annually during the brief cherry-packing season. Plant No. 1 is devoted to canning cherries and juice; No. 2 has both canning and cold-pack lines.

Plant No. 3, located in West Sturgeon Bay and adjacent to the railroad and easily accessible to good highways, was built recently with two motives in mind. Production facilities had to be expanded, particularly to handle cherries grown in the southern part of the county. In addition to its own acreage, the company buys cherries from about 200 growers. Moreover, additional warehouse space was needed. Consequently, a new building, built in two sections—each of 150,000 cubic-foot capacity—was constructed. A five-pitter cold-pack line was installed in one of the sections for use during the pack. The unique feature of this line is that the machinery can be dis-assembled and stored in a few hours when the packing is finished, making the entire building available for warehouse space. Expansive ramps and loading docks accommodate several freight cars and large trucks at one time. All warehousing, labeling, and shipping for the entire Reynolds operation is handled in Plant No. 3.

Products packed in tin include #2-size red tart cherries in water pack; #2-size in light, medium, and heavy syrups; #303-size water-pack; #300-size syrup-pack; #10-size in water pack; cold-pack 15-, 30-, and 50-pound tin containers. Reynolds also packs cherries in brine for manufacture of maraschino cherries, and apple juice in 46-ounce tin and quart glass containers.

All cherries arrive at the plants from the immediate vicinity or the four outlying receiving stations. Cherries going into Plant No. 1 are graded and dumped from lug boxes into steel-enameled soaking tanks. Here

"Door County's Finest" Montmorencies are dumped into one of the huge soak tanks at the Reynolds plant. Cherries are soaked for four hours to remove spray residues and to firm up preparatory to pitting.

Partial lineup of Dunkley pitters that services the cold-pack line in Reynolds' Plant No. 2. The company started out with four pitters in 1925, now has 23 pitters installed in its three modern plants.

they soak in extremely cold water (42°) for a minimum of four hours. This treatment removes any spray residues, foreign material, and firms up the fruit preparatory to pitting. Next the cherries are flumed from the tanks to a flight conveyor that empties onto a leveling belt. From this belt the fruit goes onto an eliminator belt that sizes them. From here the fruit is conveyed to picking tables and spread evenly among the eight tables. The cherries drop from these tables into eight Dunkley pitters, where the pits are extracted. Pitted fruit now is divided between the #2-size Dunkley V-type filler and the #10-size FMC rotary filler. Water or syrup of the appropriate type is added as the cans leave the filler. Next the cans pass through the company-made exhaust boxes and emerge onto a conveyor that takes them through the American Can Co. closing machines. No. 2 cans are cooked and cooled in FMC continuous cookers and coolers. After cooling, they are boxed in a Burt boxer, palletized, and trucked to the downtown warehouse. No. 10 cans, also cooked and cooled in FMC continuous equipment, are hand boxed and hauled to the warehouse. Each No. 10 can is weighed for proper fill-in weight just before the brine is added. No. 2 cans are spot-checked for weight frequently during the day.

Also manufactures juice

Cherries less than 9/16-inch in size are brought to the juice manufacturing area in Plant No. 1. Here they are further washed and soaked, and pass over inspection tables. A flight conveyor takes them to the macerator on the second floor. After the fruit is thoroughly macerated, the pulp enters the fruit press. The resulting raw juice is pasteurized to 205° and immediately cooled. It is then filtered and enters a glass-lined storage tank from where it is pumped through a heating unit to maintain proper filling temperatures. The 12-ounce, lithographed cans are filled and sealed, cooled in another FMC continuous cooler, boxed, and warehoused.

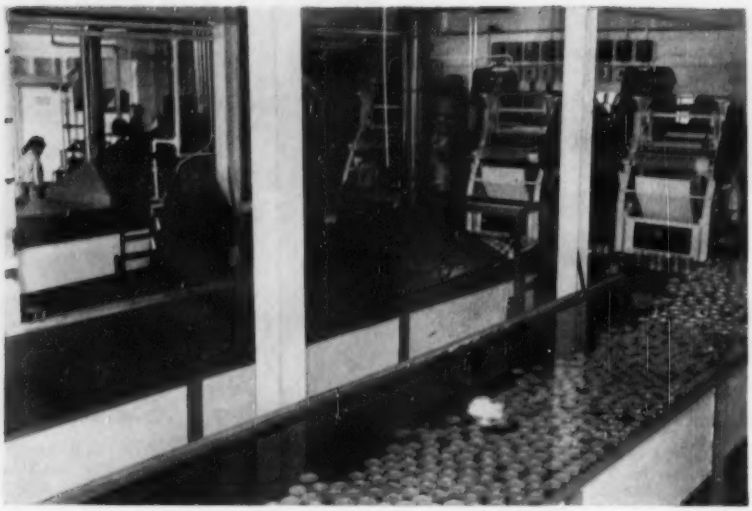
In Plant No. 2's cold-pack operation, cherries are soaked for at least four hours and are flumed through a dewatering device to the six sorting tables. Fruit falls from the tables into six Dunkley pitters, then passes over a final inspection belt. Cherries fall from this belt into a funnel filler that fills the tin cold-pack containers. Next, the containers pass under a new, specially designed Dunkley sugar machine that adds sugar to the ratio of one part sugar to five parts cherries.

Installation of this new machine has speeded up this filling operation to the point where capacity is 225 or more 30-pound containers per hour. The incoming containers pause briefly on the scale as the attendant opens the hopper. Sugar falls onto the cherries and the container is pushed onto the roller conveyor again. At the end of the conveyor, a parchment paper is placed on top of the cherries, the lid attached, and the container is immediately loaded for quick trucking to cold-storage or freezing facilities.

The 800-pound capacity sugar hopper is filled by a screw conveyor that elevates the sugar from the floor bin. About 1,000 pounds of sugar is used hourly.

The company trucks these fresh cherries to refrigerated storage in widely scattered points, the idea being to either refrigerate or freeze them as near the point of consumption as possible. Bakeries, confectioners, and institutions are the major users of Reynolds cold-pack cherries. Typical outlets are Chicago, Green Bay (Wis.).

Part of the Reynolds layout in the "Heart of Cherryland" a few miles north of Sturgeon Bay. Plant No. 1 is in background. Restaurant (left) is open 24 hours a day and serves complete meals to all comers. Plants 1 and 2 are entirely surrounded by company-owned orchards.



The close-coupled and efficient installation of (left) exhaust box, (center) cooker, and (right) cooler in Plant No. 2. More pitters are shown in the right background. American Can Co. closing machine (not shown) seals cans of cherries as they emerge from exhaust box.

St. Louis, Kansas City, Minneapolis, and St. Paul. Percentage of cherries canned and cold-packed varies from season to season depending on market requirements. "Some years we may cold-pack half of our production, and put the other half in tin," Don W. Reynolds, president and treasurer, says. "Or," he continues, "in other years we may hot-pack 80 percent of our cherries, and cold-pack the other 20 percent. This versatility in our operation allows us to pack cherries so as to bring the best market price at a particular time as well as to supply our buyers with the type of product they want."

The canning operation in Plant No. 2 starts with the cherries being soaked in six soak tanks, each with a capacity of 7,000 pounds. Cherries are sized, inspected, pitted on four Dunkley pitters, and filled into one of three can sizes: 303, 300, or No. 2. The cans pass in succession through the Dunkley exhaust box, Canco closing machine, the Dunkley cooker and cooler, and finally into a can hoist that takes them to a long zig-zag can line where the cans dry.

The Reynolds name became known in Door County in 1880 when Will Reynolds and his brother Ed came to Sturgeon Bay and started a sawmill. Will was the father of Don and Don's late brother, Karl. In 1893, the brothers quit the lumber business and in 1895 opened a pea cannery under the name of the Reynolds Preserving Co. This was the fourth such cannery in Wisconsin. In 1917, the last year this cannery was operated, the company packed cherries for the first time. These were the first cherries canned in the state. The family concerned itself with orcharding and cattle production until 1925, when the present Plant No. 1 was built in the heart of the company's orchards. From then on, the company has grown rapidly. "In fact," Don Reynolds says, "we measure our growth by the number of pitters we have installed." The 1925 operation consisted of four pitters and one No. 10 canning line. Two more pitters were added in 1926, and another pair in 1928. In 1941, when a record 7½ million pounds of cherries were pushed through the eight pitters in six weeks, the company realized that more facilities were needed. The next year Plant No. 2 was built, with six more pitters, and the cold-pack line installed. In 1946, the canning line, with four pitters, was installed in a new addition to Plant No. 2.

In 1951, the new concrete warehouse, with the five-pitter, cold-pack installation was built, making a total of 23 pitters now in use.

Don Reynolds' uncle passed on in 1919 and his father in 1926. His brother Karl was killed in an airplane crash in 1948. In 1946 the company's name was changed to Reynolds Brothers, Inc. The present management staff includes Don as president and treasurer; William H. Volkmann, vice president and secretary; Eli Solway, orchard superintendent; R. A. Severson, production manager and factory superintendent, and M. A. Stram, assistant treasurer and office manager.

Good housekeepers

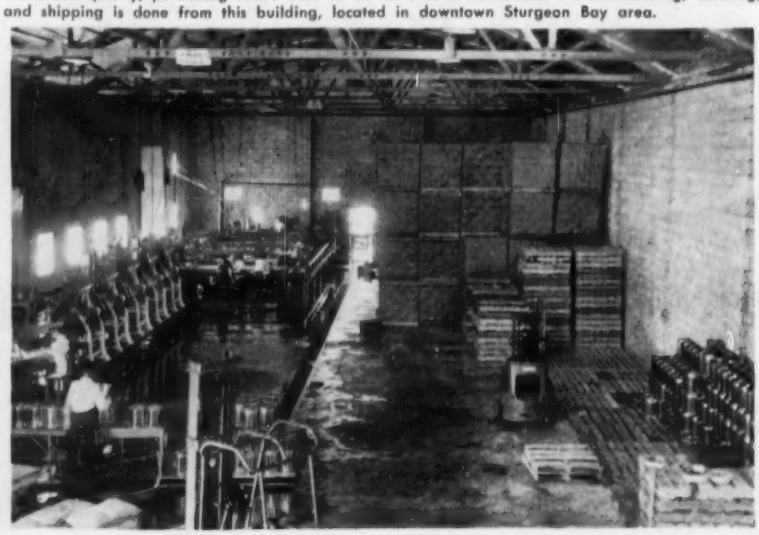
Why has the Reynolds company become a "big" in the industry in the comparatively short span of about 25 years? Aggressive, affable Don Reynolds answers the question this way: "Good housekeeping, competent key personnel, excellent grower relationships, jealously guarded reputation for packing high-quality products, and excellent civic relationships in the community."

It's obvious that Reynolds maintains well-kept plants and facilities. Buildings are well-constructed, orchards are subjected to the latest cultural methods and practices, all equipment is efficient, and the entire operation is surrounded by an atmosphere of "business know-how."

The 25 to 30 year-around employees have the job of supervising the 1,000 to 1,500 migrant workers needed for picking and packing operations. Not only must they be well-

(Continued on page 46)

One of the two 150,000 cubic-foot sections of Plant No. 3. Cold-pack line (left) can be disassembled quickly, permitting entire area to be used as a warehouse. All warehousing, labeling, and shipping is done from this building, located in downtown Sturgeon Bay area.



Sauerkraut salting: science plus skill

Salt acts as stimulant and monitor in kraut making; its proper control is essential to good final product

C. D. LOOKER
International Salt Co., Inc.

TO THE CASUAL OBSERVER, the production of sauerkraut might seem to be a swashbuckling type of activity in which a man half immersed in cabbage and salt throws these ingredients together in a huge wooden vat and tasty sauerkraut is the result. Cabbage and salt are combined, but there the analogy stops. There is nothing carefree about making sauerkraut. The answer to good kraut production is strict control throughout the entire process.

It is obvious to most sauerkraut manufacturers that proper sanitary conditions, the maintenance of correct temperature relations, complete covering of the vats, and correct packing techniques are important to the quality of the final product. But salt control is also vital to the production of consistently high quality kraut, and this is one of the least appreciated aspects of control in the industry. Quantity control and the proper distribution of salt cannot be overestimated in sauerkraut production.

The production of sauerkraut is essentially a fermentation process involving several types of bacteria. These bacteria ordinarily grow in a definite sequence, each type causing certain chemical changes necessary to the development of a high grade kraut. Salt is one of the variable factors which affect these bacteria.

Salt plays both a stimulating and a monitoring role in the process by which cabbage becomes sauerkraut. In the beginning of the process, when salt is combined with cabbage, it brings about the liberation of large quantities of brined cabbage juice. This juice contains bacteria, sugars, proteins and mineral salts, and provides an excellent medium for the development of some of the microorganisms originally present on the cabbage tissues.

There are three kinds of lactic acid-producing bacteria that must be present in order to obtain a firm and tasty product. These are the gas-producing cocci, the gas-producing rods and non-gas-producing rods. Together, these act on the sugars, but do not materially change the proteins or other constituents.

Salt plays its monitoring role during sauerkraut fermentation. The three types of lactic acid-producing bacteria differ in their sensitivity to salt and acid concentration. At the beginning of fermentation, for instance, salt must be present to hold back the action of spoilage bacteria and to permit the beneficial ones to act. During this early period, the lactic-forming bacteria convert the sugars into lactic acid, acetic acid, alcohol and carbon dioxide. During the latter part of the process, lactic acid is the major product.

When the kraut is completely fermented, it should have a mildly acid odor free from objectionable spoilage odors. It should be firm and of a light color. The taste of salt should not predominate.

The entire fermentation process can be disturbed at any point in sauerkraut production by the improper use of salt. Let us discuss first the proper quantity of salt.

It is essential that measurement of both the salt and cabbage be exact. It has been found that the only accurate way of measuring the two ingredients is to weigh them both. Finely shredded cabbage should be firmly packed with alternate layers of salt and spread at a uniform rate of two and one-quarter pounds of salt to every 100 pounds of cabbage.

The importance of the proper amount of salt in the entire process is shown by the research work of Dr. C. S. Pederson of the New York State Agricultural Experiment Station at Geneva. Dr. Pederson has found that if the final concentration of salt is less than 1.7 to 1.8 per cent, soft kraut is the invariable result. On the other hand, if more than 2.5 per cent salt is present, the kraut may become pink due to the growth of pink yeasts. In order to attain a desirable mean, Dr. Pederson is now in favor of using 2.25 per cent salt, thus all areas in the vat should have at least 1.7 per cent but not appreciably more than 2.5 per cent salt.

Temperature control is as important during the salting process as it is during fermentation. When the cabbage is being salted, its temperature and that of the vat rooms should be as near the same as possible. When rapid curing and good quality are desired, these temperatures should stay between 65° and 70° F. The vat rooms should be held within these limits throughout the fermentation period. If the kraut will not be used for some time, however, a slower cure may be

(Continued on page 44)

Hand-spreading of salt and cabbage is still indispensable to production of high-grade sauerkraut. Here salt is being spread in a vat of Albion Produce Co., Inc. of Albion, N. Y.

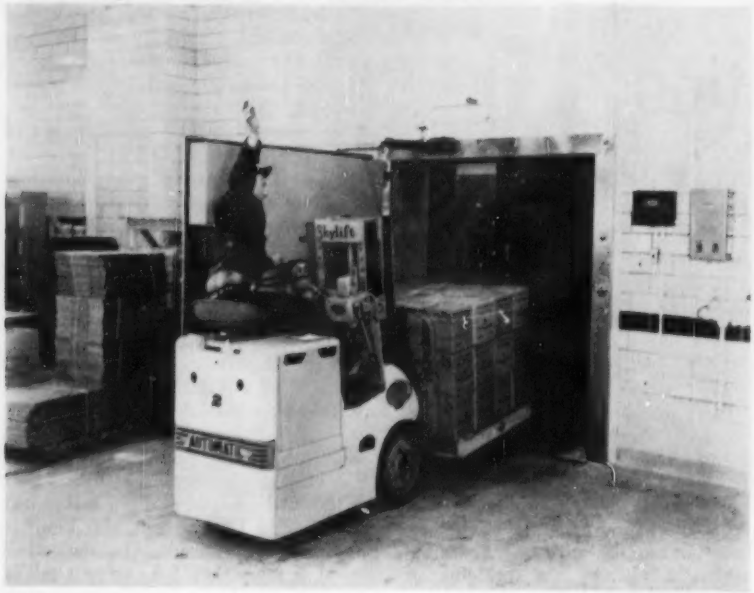


Fig. 1.—Lift trucks enter freezing rooms or refrigeration areas frequently during a normal day's operations, thus are subjected to abrupt temperature changes. Under a good maintenance program, these changes in temperature have no harmful effect on operation of storage batteries.

How to select and maintain lift-truck batteries in food packing plants

Selection and maintenance are secrets of battery's long life; here's how to cut costs & increase efficiency

K. A. VAUGHAN
Gould-National Batteries, Inc.
Trenton 2, N. J.

INDUSTRIAL TRUCKS POWERED by storage batteries are ideal for material handling in food packing plants because of their inherent cleanliness and lack of fumes. However, the low temperatures encountered in the refrigerated rooms in many food plants pose a special problem which, while easily solved, must be taken into account. Electrical energy supplied by storage batteries depends on a chemical reaction, and chemical reactions are retarded by low temperatures. Therefore, a battery used to power a fork-lift truck in a cold-storage warehouse should be of slightly higher capacity than one which will operate at 70°F. How much larger depends on the temperature and the length of time the truck spends in the refrigerated space.

Selection factors

(1) Voltage requirements determine the number of cells needed. For example, industrial trucks have motors rated 24-30 volts, 30-36 volts, etc. A 12 or 15 cell battery would probably be chosen for use on a 24-30 volt motor because the lead-acid cell is rated at two volts per cell. It is well to have some extra capacity to prevent overdischarging when the truck is subjected to abnormal duty requirements and to compensate for low temperatures.

(2) The design of the battery powered equipment determines the amperes which must be available, and by figuring how many hours the battery will be in operation, the ampere-hour requirements can be determined. For example, an industrial truck driven by a motor having an ampere drain of 100 amperes would require a 600 ampere-hour battery if it is intended to work six hours.

(3) Manufacturers generally supply several *sizes of batteries* which will deliver approximately the same ampere-hours. This is to accommodate equipment having various sized compartments. It is accomplished by varying both plate dimensions and the number of plates per cell. For example, one manufacturer produces cells of varying size rated at 440 ampere-hours at the six-hour rate of discharge (Table 1).

The size of the cell specified will depend on the characteristics of the equipment it powers. For example, a mine locomotive operating in low coal requires a low-height battery, and a truck operating through narrow doorways requires a narrow-width battery, and a truck operating where a short turning radius is necessary such as in a refrigerated store-room requires a short-length battery.

(4) As previously mentioned, the number of hours the equipment is to operate, *or the normal duty cycle*, is a factor to consider when selecting a battery. Care should be taken to provide adequate ampere-hour capacity for service required. Since the cycle service batteries are all operated under different conditions, the battery specifier should consult both equipment and battery manufacturer as to the size of the battery required under specific circumstances.

(5) It is necessary when specifying batteries to *consider charging equipment*. In a new installation, the capacity of the battery powered units and the batteries automatically determine the capacity of the charging equipment. However, when installing additional battery powered equipment, the existing charging equipment must be considered.

After the battery has been selected and purchased, there are a number of ways in which the efficiency and life-span can be increased.

Table 1.—Cells of varying size rated at 440 ampere-hours at the six hour rate of discharge that are produced by one manufacturer.

Ampere-hours capacity at the six-hour rate	Cell Size in inches L W H	Number of plates/cells
442	10⅝ x 6¾ x 15¾	27
440	8⅝ x 6¾ x 16¾	23
440	6⅝ x 6¾ x 20⅜	17

Maintenance

(1) Make periodic inspections

The simplest way to keep cycle-duty batteries at maximum efficiency is to establish a periodic maintenance and inspection schedule. The battery should be cleaned from once a day to once in several weeks, depending on the atmospheric and other conditions under which it operates. Because a food plant is generally cleaner than most other types of plants, battery cleanliness is easy in a packing plant. Water must be added to replace that lost by evaporation once every one or two weeks when the battery is in full-cycle service.

The specific gravity and voltage of each cell of the battery should be checked at least once every three months, preferably once a month, after an equalizing charge.

(2) Keep accurate records of charging and repairs

Records of all charging and maintenance activities for both cycle-duty and stationary batteries should be made and filed to form a case history of the battery. Such records show which batteries are being abused or are wearing out, and make it possible to take steps to correct abuses or replace units in time to prevent production stoppages. From these records troubles in operating equipment, charging equipment, and charging schedules often can be diagnosed.

Also, the men handling battery equipment are more conscientious if they are required to record such data as: date of charge; time; amperes; specific gravity at the beginning and end of charge; addition of water.

(3) Give battery tenders complete instructions

Put one man in complete charge of charging operations, to centralize authority and responsibility. He should be well versed in battery technology and understand charging and maintenance procedures.

(4) Do not over-discharge any battery

A battery must not be overdischarged, if maximum life is to be attained. Although occasional overdischarge has no harmful effects, if continued, it will harm the plates of the battery and shorten its life. In addition, when a battery nears complete discharge, its operating efficiency decreases.

(5) Give boost charge during lull in the duty-cycle

Boost charges occasionally are necessary when trucks are doing extra-heavy work, or working extra hours.

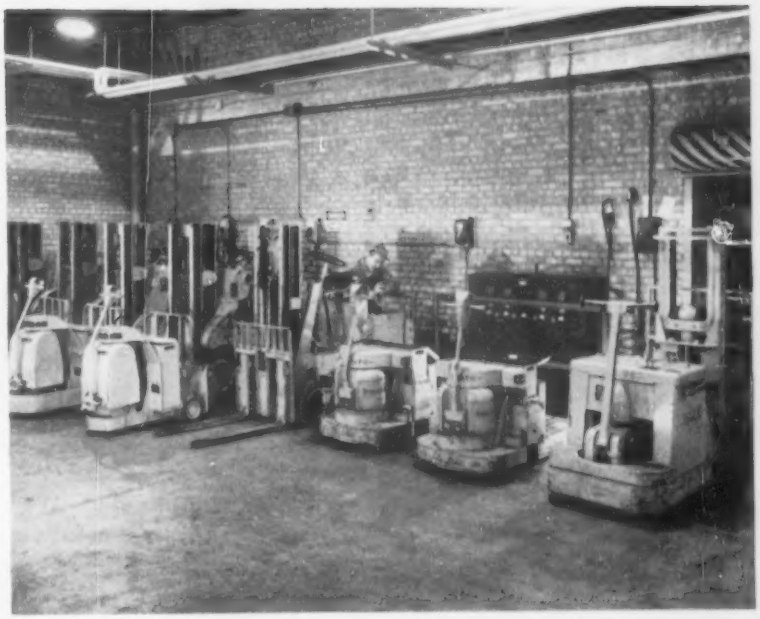


Fig. 2.—Battery room attendant reads and records specific gravity of the pilot cell in each battery before putting it on charge. All batteries are charged right in the trucks.

To prevent overdischarge of the battery a brief charge is given. This charge should be given during a lull in the work cycle (say, during the lunch period) to prevent unnecessary downtime of the truck.

(6) Locate charging stations strategically

Considerable savings can be made in over-all plant operation if charging stations are located strategically. In large plants, it can be advantageous to locate small charging stations in outlying departments.

If central charging is used, the charging station should be situated so that all trucks have approximately equal distances to travel for charging.

Central charging has the advantage that it is more easily supervised. If conditions call for spot charging, proper supervision is extremely important.

(7) Schedule charging operations to avoid excessive downtime

It is particularly advantageous to schedule charging operations where a large fleet of trucks is employed, or where more than one shift is worked. By assigning each truck a certain time to report for charging, a backlog will not pile up at the charging room and truck downtime will be minimized.

(8) Control charging

Although charging equipment is largely automatic, it must be correctly set for the size of battery charged. If a voltage relay timer governs the charging period, it should be inspected frequently to be sure it is in good operating order.

If the ampere-hour method of controlling the charge is used, charging men must be thoroughly familiar with ampere-hour-meter charts, and must be made to utilize them correctly. Otherwise, the battery will be either overcharged or undercharged.

(9) Do not overcharge the battery

A cycle-duty or a stationary battery should not be overcharged, because this results in gassing and overheating. Gassing causes loss of water from electrolyte. The practice of consistent overcharging will have permanent ill effects on some of the elements of the battery.

(10) Give equalizing charges periodically for full charge

An equalizing charge should be given to cycle-duty batteries at least once a month, but not more than once a week. This is an additional charge of three or four hours at the finishing rate of the battery. The purpose is to make sure all cells are brought up to full charge.

(11) Inspect all charging equipment and meters

An occasional check-up of all charging equipment, ammeters, and voltmeters should be made. Although serious inaccuracies in this equipment will show up during charging, small inaccuracies can go unnoticed and over a period of time will lead to less efficient charging.

(Continued on page 42)

Quality Control Clinic

WILBUR A. GOULD, PH.D.
Ohio State University
EDITOR

The author uses the Hunter meter. Color can be measured on either whole fruit, cut surface, or juice that is extracted. Unknown samples are compared with color measurement units (predetermined) furnished by the National Bureau of Standards.

Ohio report indicates changes needed in method of evaluating color of raw tomatoes

Gould asks, "Why isn't there a better relationship between raw product grade under present grading system & color of finished product?"

THE OHIO AGRICULTURAL EXPERIMENT STATION has just released the third report dealing with the study of the relationship of various grades of raw tomatoes and canned tomato juice. The first report, which covered some of the results of these studies, was reviewed in this column in July 1953. The major objectives, cooperators, reasons for undertaking this study, and some of the results obtained on the grade relationship for canned tomatoes were reviewed in that article.

There are many factors affecting the grade relationship of raw tomatoes manufactured into tomato juice. Some of the more important of these are: (1) quality of raw tomatoes; (2) variety of tomatoes; (3) preparation methods; and (4) type of process. The report from the Ohio Agricultural Experiment Station has clearly demonstrated the effect of some of these factors on the grade of the finished product. In this article the effect of raw product quality on the quality of the canned product will be discussed as based on the results given in the above report.

One of the more important factors affecting the quality of the finished product is the quality of the raw product. **This study has indicated that the quality of the raw product should be specified more accurately than by the present system of grading tomatoes when grading tomatoes for manufacture of tomato products.** That is, little grade relationship was found to exist unless the color of the raw tomatoes was evaluated on an objective basis. The results obtained in the tomato juice study were evaluated from two standpoints: (1) the raw product grade as determined by the U. S. Department of Agriculture's (system for grading tomatoes based on the U. S. Standards for Tomatoes for) Manufacture of Strained Products (March 1, 1933); and (2) the raw product color quality as evaluated with the Hunter Color and Color-Difference Meter (results reported as Hunter a/b color ratios). Tables 1 and 2 illustrate the effect of using an ob-

(Continued on page 57)

Table 1—Grade relationship of canned tomato juice by raw product grade.

Raw product	Canned product**					
Composition*	Color	Consistency	Defects	Flavor	Total score	Average grade
100-00	27.5	13.5	14.7	35.4	91.1	A
75-25	27.2	13.9	14.8	35.6	91.5	A
50-50	27.0	13.4	14.8	35.4	90.7	A
0-100	26.2	13.2	14.4	34.5	88.4	A

*—First number indicates % No. 1's; second number indicates % No. 2's account color.
**—Average USDA score points determined by U. S. Standards for Grades of Tomato Juice (canned), Aug. 29, 1938.

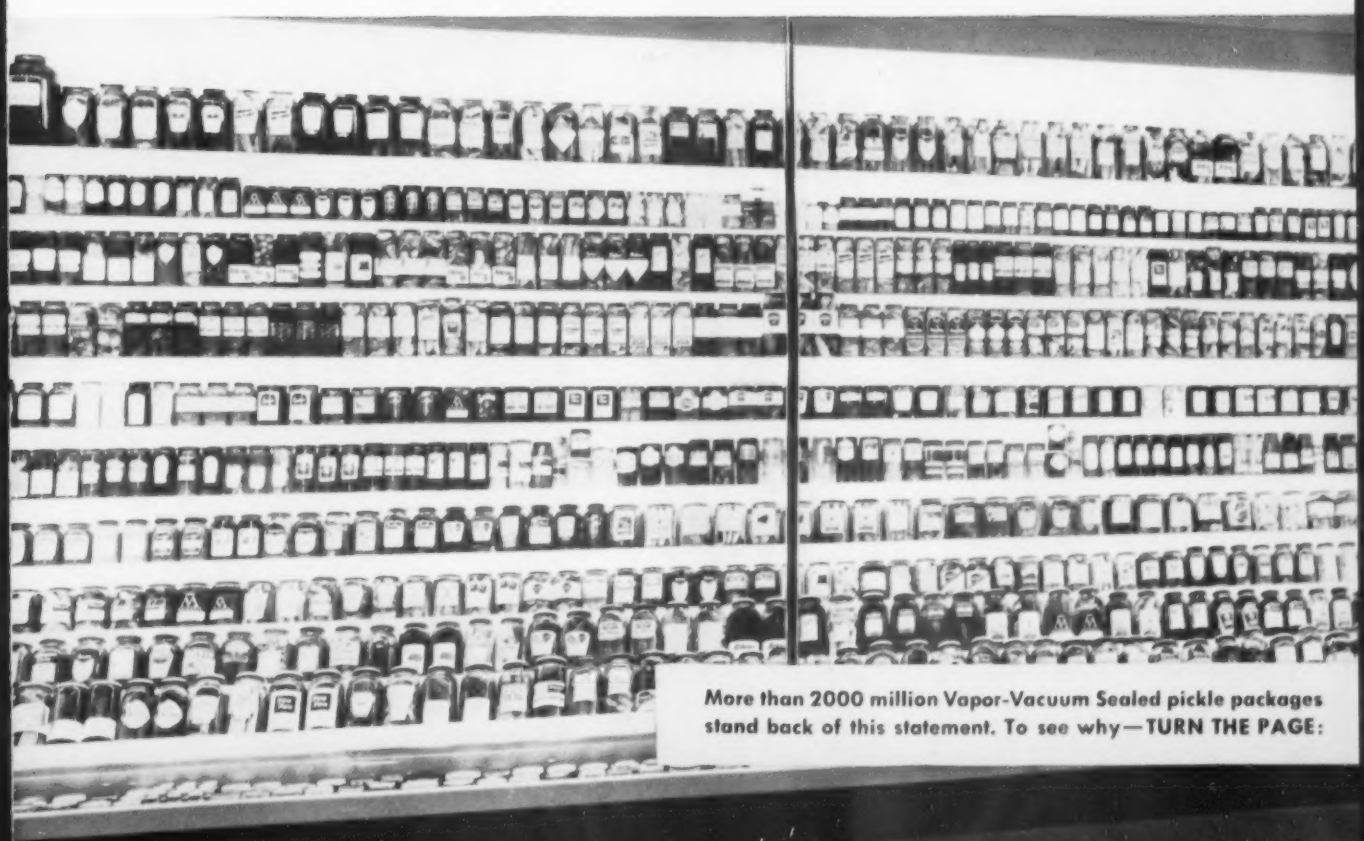
Table 2.—Color relationship between Hunter a/b color ratios of raw tomatoes, pulp, canned tomato juice, and USDA color scores and grade.

Raw product		Canned product	
Average a/b color ratio*	Average a/b color ratio*	Average USDA Color score**	Color grade**
1.57	1.49	22.3***	D
1.76	1.51	24.3***	C
1.95	1.57	26.0	A
2.15	1.74	27.4	A
2.34	1.84	28.3	A
2.53	1.95	28.8	A

*—Calculated from Hunter Meter aL and bL readings.
**—Determined in accordance with U. S. Standards for Grades of tomato juice (canned), Aug. 29, 1938.
***—Indicates limiting rule within grade.

FACT:

The delivered quality of any type of pickles can be substantially improved (without any increase in cost) by properly calculated use of "Vapor-Vacuum" Sealing.



More than 2000 million Vapor-Vacuum Sealed pickle packages stand back of this statement. To see why—**TURN THE PAGE:**

Better Pickles through Better Sealing

The two most important single facts in the world of pickle packaging today are these:

1. Through *Vapor-Vacuum sealing*, any packer can invariably *deliver* the original quality of any type of pickles, whether salt stock or fresh.

2. Through *Vapor-Vacuum sealing*, the overall efficiency of the pickle packaging line can be stepped up substantially—and overall packing costs can be reduced.

1

Far better crispness, flavor, color!

Vapor-Vacuum sealing is the sure way to guarantee the freshness and crispness which consumers want. Even after long shelf life, Vapor-Vacuum sealed pickles open up fresh every time. The color and flavor and condition are always just as they were on the day the package was sealed. Vapor-Vacuum starts the package off with just the right vacuum for each type of pickles—and *holds* that vacuum without loss. Under this seal, you'll *never* find the surface product darkened or softened. There's *never* any scum mold. The flavor *never* deteriorates.

2

Perfect protection of exposed ends!

When there's *air* in the head space, exposed ends are bound to turn soggy and dark. No matter how good the pickle may be when packed, those exposed ends are danger points.

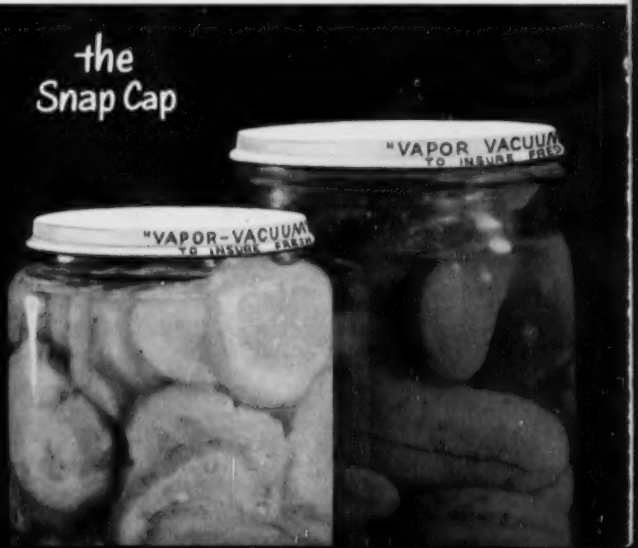
Vapor-Vacuum takes the air away from the head space and keeps it away. Thus, exposed ends are absolutely protected. In *every* package, they stay crisp.

Another reason why Vapor-Vacuum sealed pickles make firm friends and repeat users!

The 4 "Vapor-Vacuum" Seals for Pickles

Four distinct variations of the Vapor-Vacuum Seal are available to pickle packers. There's *the Shallow Whitecap* for tumbler-packed products, *the Regular Whitecap* and *the Wide Slip-on* for jars, and *the Snap-cap* for high temperature processing.

Among these four closures, there's always *the cap that's exactly right* for any type of pickle product or any processing situation.



3

Complete elimination of "leakers"!

"Leakers" on the grocer's shelf don't sell! Leakers mean returns! *But leakers just don't happen when pickles are Vapor-Vacuum sealed.* Under Vapor-Vacuum seals, brine stays INSIDE the package.

Packages that *leak* are, of course, packages that can "*breathe.*" They're the packages that can't hold their brine when warm weather or a rising barometer expand the contents.

The Vapor-Vacuum sealed package isn't affected by changes in temperature or pressure. The vacuum —and the permanently hermetic sealing—take the sting out of expansion and contraction.

4

100% protection against "sampling"!

High on the list of food store pests is the shopper who loves to "sample" glass-packed foods. And pickles are one of her favorites!

If a pickle cap is the type which can be twisted off, the "sampler" is quick to take advantage of the situation. But when she encounters Vapor-Vacuum sealed pickles, she's *stopped!*

Vapor-Vacuum sealed pickles are absolutely tamperproof. They end the sampling nuisance.

5 ... all this

plus great production economies, too!

Vapor-Vacuum is the father of *speed* on the pickle packaging line. Vapor-Vacuum runs faster, needs less time for changes.

What's more, Vapor-Vacuum seals can take the high temperatures and pressures of sterilization better than any other seal. Hence, production of fresh stock is trouble free.

All in all, Vapor-Vacuum sealing is far and away the most economical method on the production line.

Know-how

has a lot to do with it, too!

Vapor-Vacuum's service to pickle packers is far more than just a matter of seals and sealing.

For many years we have been working with the nation's pickle lines—working shoulder to shoulder with the industry's best production men. Out of this wide experience, we have gathered a unique accumulation of know-how about many phases of pickle packing.

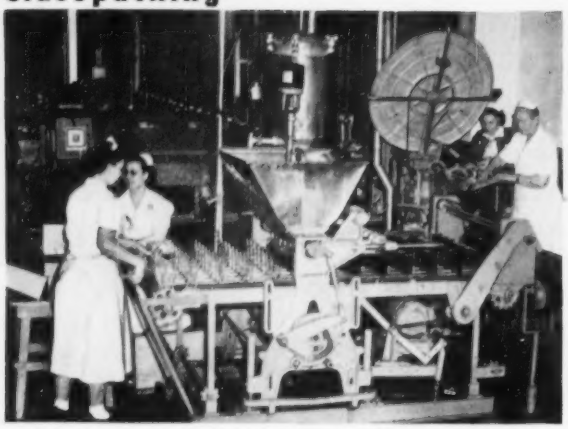
Now, as always, this know-how is at your service.

"VAPOR-VACUUM" *Seal and Re-Seal*

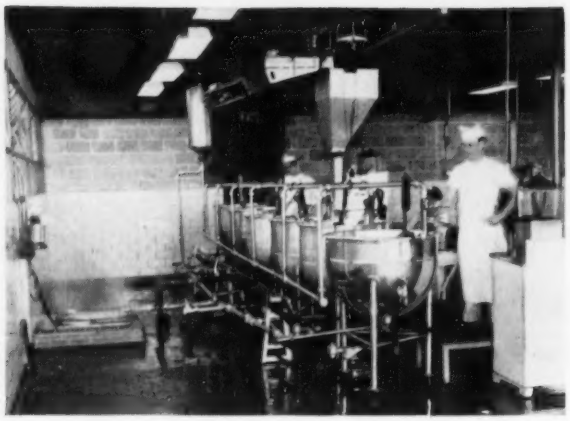
PRODUCT OF
WHITE CAP COMPANY

3-54

Regular and Deep Caps
the Shallow Cap
"VAPOR VACUUM" TO INSURE FRES
"VAPOR-VACUUM" SEALED TO INSURE FRESHNESS
"VAPOR-VACUUM" SEALED TO INSURE FRESHNESS



ONE OF THE HIGH-SPEED preserve filling lines at Plant No. 2 of Bedford Products, Inc., Dunkirk, N. Y. The filler was made by the Filler Machine Co. Note White Cap glass capper at right rear.



A BATTERY OF JELLY cooking kettles at the Bedford plant in Dunkirk. This Depression-born business started on a shoestring and now operates four modern and highly efficient food-processing plants.

Fred W. Bedford, chairman of the board of Bedford Products, Inc.

Buell H. Bedford, president of Bedford Products, Inc.

Fred W. Bedford, Jr., vice-president in charge of sales for Bedford.

Depression-born Bedford Products now operates four modern food-processing plants in New York

Manufacturers of jellies, preserves, chili sauce, and frozen grape juice concentrate, Bedford had its origin in March 1933 in a packing shed near Westfield, N. Y.

BORN IN THE DEPTHS of the depression, Bedford Products, Inc., Dunkirk, New York has grown from a concern with less than $1,000 capital to a thriving organization which has a dollar sales volume well into seven figures for fiscal 1953.

Manufacturers of jellies, preserves, chili sauce, and frozen grape juice concentrate, the company had its origin in March 1933, in a packing shed near Westfield, New York.

Today it operates three plants in Dunkirk and one in Westfield, and has national distribution of its products.

Back of the successful operation of the Bedford firm is the masterful touch of Fred W. Bedford, Sr., known to his intimate friends as "Doc," and somewhere in his seventies.

Holding a master's degree in chemistry from the University of Minnesota, Fred Bedford has spent a lifetime in the food industry and the last 20 years with the Bedford operation, developing products aimed at the taste-buds of the American family.

While he now holds the title of chairman of the board of Bedford Products, Mr. Bedford keeps his finger on the pulse of the business as he scans the books of the company, checks on the quality of its products, and makes regular visits to the plants where he knows most of the employees by their first names.

Company officers

He is associated in the company with his two sons, Buell H., who is president, and Fred W., Jr., who is vice-president in charge of sales.

Other Bedford officers are Arthur Woelfle, secretary-treasurer; Frank J. Colburn, vice-president in charge of production; and Robert E. Webb, vice-president in charge of research.

The Bedford story is a story of Fred W. Bedford, Sr., his sons, and their a.sociates. It is the story of hard work, resourcefulness, research, and vision.

The senior Mr. Bedford was born on a farm in Minnesota and worked his way through high school and college, majoring in chemistry.

While he was in his senior year and during the following year while he was obtaining his master's degree, he ran a boarding house in Minneapolis, catering to college students.

NEW

Add-a-Unit Automatic Retort Controller!

...can be inexpensively adapted to any type of cook ...for any degree of automation

Here's a new high in control instrument economy . . . a single automatic retort controller that you can readily adapt to *any* changes in your processing.

This versatile Add-a-Unit Control System is based upon the famous Foxboro M/40 Controller, to which various functional components are added . . . depending upon the degree of automation desired.

For example, if your process requires only basic control of temperature, or temperature and pressure, you need only install the M/40. If you change your process and need more completely automatic control, you add a sub-panel. This is designed so that you can adapt it to any program you wish . . . merely by adding simple, inexpensive control "units".

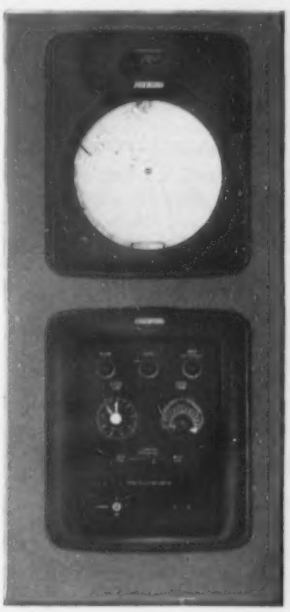
Write for complete information on this revolutionary new Add-a-Unit Controller — the only all-in-one automatic retort controller on the market. A demonstration can be arranged.

Start with this basic instrument . . . add control functions as needed

A For simple automatic control of temperature, or temperature and pressure, install a Foxboro M/40 Retort Controller . . . basic unit of Add-a-Unit Control.

B When you need it, install Add-a-Unit Sub-panel for *Automatic* control of as many of these functions as you require:

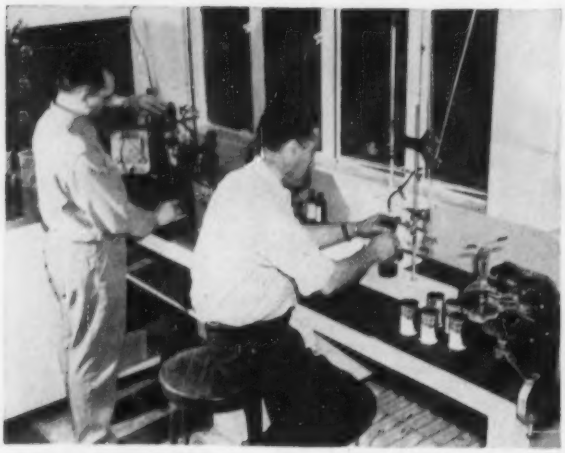
- *time of cook*
- *start of cooling*
- *time of cooling*
- *venting*
- *draining*



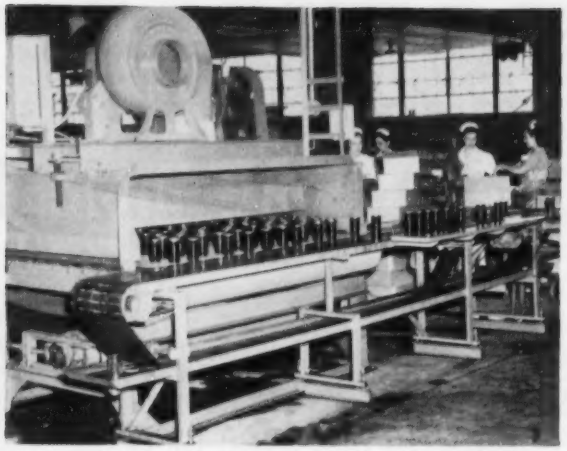
FOXBORO
REG. U. S. PAT. OFF.
Instrumentation

The Foxboro Company, 853 Neponset Avenue, Foxboro, Massachusetts, U.S.A.

FACTORIES IN THE UNITED STATES, CANADA AND ENGLAND



Adherence to methods that give high quality to Bedford products is a major point in the success of the company. This is a view of the modern and well-appointed quality-control laboratory in Plant No. 1.



This is a rear view of the jelly cooler at Bedford's No. 2 plant in Dunkirk. Filled glass containers emerge from the cooler and proceed to the efficient Bedford labeling and cartoning line.

He smiles as he is reminded of that experience—an experience that taught him the fundamentals of competitive pricing and volume sales. Fred was selling the students a meal ticket for $2.25, which was good for three meals a day for one week.

He found at the end of two months that he was $50 in the red and that business was falling off. It was then that he learned that a competitor was offering the same food service for $2 per week and was getting most of the business.

It didn't take him long to meet that competition. By reducing his prices and giving the same meals, he found that his business soon was flourishing and he was making a profit as the number of meals served daily increased considerably.

He grins with a twinkle in his eye as he recalls that he paid a woman cook 50 cents per week per customer to prepare the food. More of her profit came from renting rooms in the two-story home which represented his first business venture.

After obtaining his master's in 1901, Mr. Bedford was appointed assistant chemist by the Minnesota State Dairy and Food Commission at St. Paul.

Food background

Later he held positions with several food concerns including Sprague Warner & Co., the H. J. Heinz Company, Allison-Bedford Company, which he founded, and United Grape Products.

It was in March 1933, when the bottom seemed to have fallen out of everything, that the senior Mr. Bedford found it easy to pursuade five young men who had no jobs and were willing to work for the smallest of living expenses to go into the jelly business and to form the Bedford firm near Westfield, New York.

The five were Buell and Fred Bedford, Herbert Turns, John Heninger, and Max Behling, who has since died.

They had the 25 years of experience of the senior Mr. Bedford but very little money. A 10-horsepower boiler and a $25 kettle were the main equipment. Glass was bought on credit and many were the times when Buell would drive a couple hundred miles away to bring back the limit of glass available on the credit given.

Fruit juices were bought easily because of the depression, but it was a much harder job paying for them even after they had been made into jellies and sold. The research laboratory of those pioneer days was the kitchen of the Bedford home, where many batches of jellies from various juices were prepared on the gas stove.

When cold weather came, operations virtually ceased since the shed could not be heated. In the spring of 1934, the company moved to a vacant grape juice building in Brocton, New York. Here they were helped materially by Walter Buckholtz, the owner of the property, who based his rent on the volume of business which the firm did.

Besides space, the rent included the necessary steam, water and electricity, as well as presses and storage facilities.

The senior Mr. Bedford purchased carboys and juices on credit from a cooperative. Necessary machinery showed up as it was needed at easy-to-pay-for prices and terms, a buyer of grapes staked his credit with grape growers, some large sales were paid for in advance and soon the infant business was on its way.

It is interesting to note that sales of the Bedford firm in its first year of operation totaled $6,170.66. The company had labor costs of $616.98 and paid broker commissions of $61.04.

Buell was paid the magnificent sum of $6.75 per month while his brother, Fred, drew a salary of $6.25 a month.

Jellies were all that the company made for many years. All of the profits beyond the necessary living expenses were turned back in the business.

The firm purchased an abandoned brewery building in Dunkirk, New York, in 1937, and after renovating it, moved into the plant a year later. It was in 1947 that the Bedfords purchased a long unused building from the American Locomotive Co., a mile from the original plant. This new addition has an acre of ground floor space and room for two floors above, part of which has been added, also seven acres of land.

Later another storage building was added, bringing the company's total grape juice storage space to a million gallons.

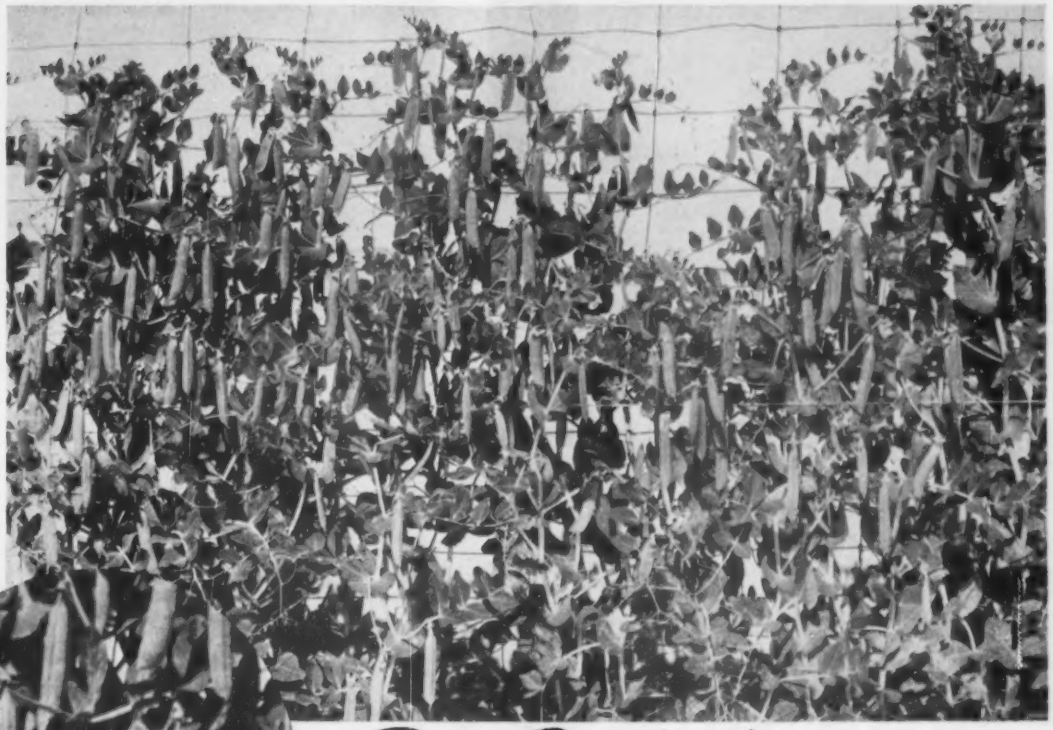
The Bedford Company was the first to develop a process for making frozen grape juice concentrate and a sizeable quantity is being sold today under the Snow Crop label, as well as the Bedford label and several others.

In 1948, the company started the manufacture of preserves and now markets a complete line of 15 varieties. It offers a variety of 16 jellies. Chili sauce which was added to the line is manufactured at Westfield.

The company prides itself on its loyal group of employees, some of whom have been with the firm since its inception. Average tenure of employment of the superintendent and

(Continued on page 46)

woodruff seed FOR BETTER *Peas*



Early Perfection

A wilt-resistant type of Perfection, maturing about 3 days earlier than this regular strain, and running slightly higher to small sieve sizes.
Vines are 32" tall, bearing pods 3¼" long, set double and medium green in color.
A good variety to use for extending your Perfection pack.

OTHER VARIETIES RECOMMENDED FOR CANNING AND FREEZING:

CANNING	FREEZING
Cangreen	Wando
Alaska, Wilt Resistant	Wyola
Surprise, Wilt Resistant	Victory Freezer
Pride	Dark Green Perfection
Canner King	Thomas Laxton (Dark Pod)
Early Perfection 3852	Woodruff's Topper
Perfection, Wilt Resistant	Freezonian
Wisconsin Early Sweet	Miracle

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Seed Growers

F. H. WOODRUFF & Sons, Inc.

Milford, Conn., Bellerose, L. I., Salisbury, Md., Atlanta, Sacramento, Dallas, Mercedes, Tex., Toledo

SUNNYSIDE sweet potatoes, vacuum-packed, showing firm texture and no cracking. This variety tested high in experiments described here.

MARYLAND GOLDEN sweet potatoes. Vacuum-packed roots show large cracks and soft texture. Interior color and texture are good.

Sweet potato varieties for canning

Cooperative research program evaluates varieties suitable for canning in the Tri-State area

JESSE M. HUFFINGTON,
Continental Can Co.

EARL D. GIGGARD,
Univ. of Maryland

C. E. STEINBAUER,
U. S. Department of Agriculture
and
E. P. WALLS, retired,
formerly with the Univ. of Maryland

SMALL WHOLE SWEET POTATOES canned in syrup or under vacuum, ready to heat and eat, have been readily accepted by American consumers. In 1952, the U.S. pack of sweet potatoes totaled over four million cases. In 1940, however, only 806,053 cases were packed.[10] The canned product not only gives the sweet potato grower a dependable market for a portion of his crop at the time of harvest, but also eliminates the normally heavy losses encountered in the storage, handling, and marketing of the fresh product.[6,13] The ease of preparation and the uniformly high quality, regardless of the season of the year, have materially increased the consumer demands for the canned sweet potatoes.[1,16]

Small whole sweet potatoes (1 to 1¾ inches in diameter) are packed in medium or heavy syrup (candied) or in vacuum without syrup. Larger sizes can be mashed in a solid pack without syrup. A recent trend has been from the solid pack to the use of small whole sweet potatoes packed mostly in syrup.[10]

Varieties selected from vegetative mutations

Until about 15 years ago, improved sweet potato varieties were obtained chiefly by selecting vegetative mutations appearing in older varieties.[2,5,15] Two such selections are Maryland Golden from Big Stem Jersey and Jersey Orange, from Little Stem Jer-

While this study was made in response to requests by, and with the aid of, processors and experiment stations in the Tri-State area, it is anticipated that similar tests may be conducted in other important sweet potato areas. Varietal response in one area is often quite different from that of other areas, consequently the results reported here apply only to the Tri-State area.

Table 1. Comparison of canned samples of syrup pack sweet potatoes, Fruitland, Md. 1950.

Variety	Overall rating[1]	Remarks
Sunnyside	Best	Very attractive, deep orange color, slightly variable. Firm and moist. Good taste, held up well in cans.
Maryland Golden	Second	Uniform orange color. Cracking considerable–33% to moderate–15%.
Vates Golden	Second	Fairly firm. Brighter color than Md. Golden but similar otherwise. Severe breakdown–33 1/3 to moderate and slight. Very good.
L-240	Second	Very firm, "tops" for firmness and flavor. Very good taste. Color brighter than Md. Golden.
Virginian	Second	For syrup pack only. Uniformly deep orange color, long potatoes, rather soft. Incipient breakdown–60%, severe –20%, slight–20%.
Allgold	Third	Bright orange color. On soft side. Incipient breakdown –25%.
Australian Canner	Fourth	Pale orange surface color, good interior color. One of five with brown surface color (enzymatic). Incipient breakdown. Small chunky, short. Yield low at Fruitland, Md., good at Beltsville, Md. in 1950.
Big Stem Jersey (Factory sample)		Uniform lemon (straw) yellow color. Firm.
Porto Rico		Not uniform. Unattractive brown color. Firm, very little breakdown.
Heartogold		Good uniform orange color. Rather soft. Severe breakdown–25%, incipient breakdown–50%. Dark "eyes". Taste good, Porto Rico type, too mushy. Fibrous.
Goldrush		Surface discoloration. Breakdown–15%.
B-571		Pale brown (mustard) color. Breakdown 60%.
B-5916		Variable yellow to orange color. Firm, moderate breakdown–30%, slight–30%.
B-5978		Variable brownish surface color (enzymatic). Hard to peel, rough surface. Pale orange variable interior color. Quite firm.

[1]Overall preferences of panel. No score card used. Comparisons made in November, about one month after processing by 11 specialists from the University of Maryland, J. H. Dulany & Son, Inc., and Continental Can Co., Inc.

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Tenderness, yield and holding ability are at least equal to Garden Alaska, W. R.

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On Corneli's Idaho pea breeding farm (pictured above) canning and freezing strains of peas are grown in long rows on wire for close observation—just one phase of a continuous program of crossing and selection

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- *to meet the changing needs of food processors.*

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sey. These two varieties of the Jersey type with orange instead of creamy or "straw" yellow interior color are somewhat softer fleshed or less "dry" than their parent varieties. Small sweet potatoes of the Little Stem and Big Stem Jersey varieties are used to a considerable extent for the vacuum pack because of the firmness of texture, shape, and desirable edible qualities usually retained in the can. A deeper orange-colored flesh, however, is desired. These four varieties constitute a large portion of the sweet potatoes canned in New Jersey, Maryland, and Virginia.

In the Gulf States the more moist-fleshed Porto Rico types, including Unit 1 (Louisiana) and Cliett Bunch (Georgia) strains, are used almost exclusively where the syrup pack is emphasized more than the dry or vacuum packs.

Improved sweet potato breeding techniques developed after 1930 have resulted in experimental projects at a number of Experiment Stations in the U.S., Puerto Rico, and Hawaii.[1,4] The most promising new seedlings are field-tested for regional and local adaptation in cooperation with the U. S. Department of Agriculture. The various plant breeders working on this project have been studying the exact nature and breeding characteristics of the indivdual varieties, selections, and foreign introductions. The quality characteristics breeders are trying to include in varieties for canning are a heavy set and large yield of marketable roots (uniform in size and shape), uniform orange or salmon flesh color (retained in the can), retention of firmness of flesh and shape after processing (especially necessary in vacuum pack), resistance to root cracking, serious diseases and pests, low waste in processing, good edible qualities, high nutritive values including vitamins (especially carotene), ease of propagation, handling and storage, and easy adaptation to mechanical cultural and harvesting methods.

Among the recently developed canning-type sweet potatoes resulting from this cooperative breeding program are Allgold, Australian Canner, Goldrush, Heartogold[9], Ranger, and Vates Golden.[6]

Varietal canning tests

A sweet potato variety performance test was conducted by the Univ. of Maryland in 1951 at Salisbury, Md.[7] Highest yields of canning stock, in the order named, were obtained from Jersey Orange, Orlis, Orange Little Stem, Yellow Jersey, Rols, Big Stem Jersey, and Maryland Golden in a test of ten

(Continued on Page 54)

Table 2. Relative quality of sweet potato varieties canned in vacuum, 1950.[1,2]

Variety	Raw stock	Color[3]	Uniformity of color[4]	Firmness[4]	Texture[5]
Australian Canner	Fresh	9	G	G	P
Australian Canner	Stored	6	G-VG	G	P
Allgold	Fresh	6	P	G	P
Allgold	Stored	8	E	F-G	–
Big Stem Jersey	Fresh	0	E	F	F
Big Stem Jersey	Stored	0	G	F	F
Sunnyside	Fresh	10	G	G	A
Sunnyside	Stored	9-10	G	F	A
B-5978	Fresh	3	P	G	A
Heartogold	Fresh	8	F	P	A
Jersey Orange	Fresh	2	F	P	–
Jersey Orange	Stored	5	E	P	–
L-132	Fresh	3	F	G	A
L-240	Fresh	5	F	F	A
L-240	Stored	7	F-G	F-G	A
Goldrush	Fresh	6	F	P	A
L-571	Fresh	1	F	G	A
Md. Golden (Commercial Source)	Fresh	4	F	P	–
Md. Golden (Commercial Source)	Stored	5	F	P	A
Md. Golden (Un. of Md.)	Stored	8	G	P	–
Vates Golden	Fresh	6	P	P	A
Virginian	Fresh 10	10	G	P	A

[1]Processed by M. R. Wadsworth, W. V. Burnett, and E. A. Oliver, Research Dept., Continental Can Company, Inc., Baltimore, Md.
[2]Average scores of 26 industry, University of Md., and U.S.D.A. representatives.
[3]Color ratings: 0-Yellow to 10-deep gold.
[4]Uniformity of color, firmness, and texture ratings: P-poor, F-fair, G-good, VG-very good and E-excellent.
[5]Texture: P-stringy, F-slight stringy, and A-absence of fibers.

Table 3. Relative quality of canned sweet potato varieties as shown by panel scores.[1]

Variety	Color	Firmness	Wholeness	Texture	Flavor	Total score
A. Grown at Vegetable Research Farm, Salisbury, Md., processed in syrup at Fruitland, Md.						
Sunnyside	17.0	17.8	18.8	17.2	16.6	87.4
Virginian	16.8	14.6	17.9	16.4	16.9	82.5
Maryland 47	15.3	18.2	18.7	15.3	14.2	81.7
Maryland 48	15.7	18.0	18.3	15.4	14.9	81.3
Orlis	13.4	16.3	18.1	15.4	14.5	77.7
Oklahoma 46	15.4	14.1	16.2	14.1	17.1	76.9
Yellow Jersey	8.0	17.5	17.9	16.0	16.8	76.1
Big Stem Jersey	7.9	17.2	18.3	15.8	16.5	75.7
Oklahoma 31 x 36–10	14.1	14.7	16.7	15.2	15.0	75.7
B-5999	11.6	15.8	17.5	16.3	14.4	75.6
Vates Golden	13.6	16.7	17.6	14.1	11.8	73.8
Rols	9.8	17.0	17.4	15.3	13.8	73.3
Allgold	13.5	13.5	16.8	15.1	14.1	73.0
Jersey Orange	15.4	13.7	15.2	14.1	14.3	72.7
Goldrush	13.2	12.5	16.5	15.2	14.9	72.3
Maryland Golden	16.0	12.6	15.0	14.2	14.3	72.1
Maryland 57	12.0	15.4	16.9	14.3	13.2	71.8
V-8	13.0	14.0	17.2	15.0	12.1	71.3
Orange Little Stem	7.9	16.7	17.5	14.5	14.4	71.0
V-37	7.2	15.5	15.3	13.2	12.7	63.9
Oklahoma 15 x 43–1	10.3	11.7	15.7	11.9	13.0	62.6
B. Grown on Parker Brothers Farm, Salisbury, Md., vacuum packed at College Park, Md.						
Vates Golden	17.8	16.5	17.9	15.8	14.3	82.3
Sunnyside	18.9	16.0	17.7	16.0	13.5	82.1
Jersey Orange	12.6	15.6	16.8	14.8	13.7	73.5
Porto Rico	10.7	16.7	16.4	13.8	12.6	70.2
V-37	12.5	15.4	15.4	13.7	12.3	69.3
L-240	10.1	15.2	15.3	15.1	12.4	68.1
Allgold	14.6	12.1	13.2	14.6	13.3	67.8
V-8	13.6	14.0	13.4	14.4	12.3	67.7
Maryland Golden	11.0	15.4	15.6	14.1	11.0	67.1
Heartogold	14.4	12.6	12.1	14.2	13.6	66.9
Big Stem Jersey	4.5	16.4	17.5	13.4	12.6	64.4
Virginian	12.0	10.5	12.8	14.4	12.7	62.4
Goldrush	11.1	11.5	12.2	13.3	12.3	61.4

[1]Freshly dug samples were canned in syrup (20 degrees Brix) at Fruitland, Md., and in vacuum at College Park, Md., and rated by a panel of judges at College Park., Md. on Dec. 14, 1951. Twenty-two judges scored each sample for the following factors: color, firmness, wholeness, texture, and flavor, on a scale of 1 to 10 with 1 indicating the poorest quality and 10 the best. The average of the 22 scores for each sample in each factor was multiplied by 2 so that a possible maximum score of 20 would indicate perfection for each of the 5 quality factors. These 5 scores were then combined into a total score so that 100 would indicate perfection for each.

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LIFT TRUCKS

(Continued from Page 29)

(12) Keep idle batteries charged

Batteries that are stored for a period of time should be given a freshening charge every three months to keep them in fully charged condition. If this is not done, the battery eventually will discharge itself by internal action and a lead sulphate film will form on the plates. If allowed to remain, this film will harden and impair the efficiency of the battery when it is put in use.

(13) Repair promptly when necessary

Although seldom required, battery repairs are sometimes necessary because of cracked containers, internal shorts, or rough handling. When inspections reveal a damaged battery, repairs should be made immediately, both to prevent further damage and to bring the battery back to maximum efficiency. This is particularly true with damaged cells. If damaged cells are not replaced at once, the battery does not deliver full capacity and the other cells must stand harder duty to make up for those that are defective.

The battery room foreman should be familiar with repair techniques. A small supply of spare parts, such as jars, covers, and connectors, should be kept on hand.

(14) Replace batteries when they drop to 85 per cent of rated capacity

Efficiency drops rapidly after a cycle-duty or stationary battery has been in service so long that it delivers less than 85 percent of its rated capacity. When this point has been reached it is advisable to replace the battery, to prevent work stoppages and avoid extra charging operations.

Here is a case-history of efficient battery maintenance in a food processing plant.

The H. C. Christians Co. operates 10 battery-powered trucks to handle eggs, butter and cheese at its new Chicago dairy, which is said to be one of the most fully mechanized shipping, packaging and food storage establishments in the industry.

Although these trucks are exposed repeatedly to variations in temperature as they enter and leave the plant's 15,500-foot refrigerated storage space (Fig. 1), the batteries have been found to be almost completely unaffected by this rigorous service because of good maintenance.

To avoid interfering with work schedules, the five lift trucks, four powered hand trucks, and one platform truck return to a central battery

maintenance room each night after the plant has closed down. Although trucks operate throughout the 67,500-sq. ft.-plant, the maximum distance a truck travels from work-area to battery shop is only 400 feet. This result of the dairy's excellent layout conserves battery power and reduces truck travel time.

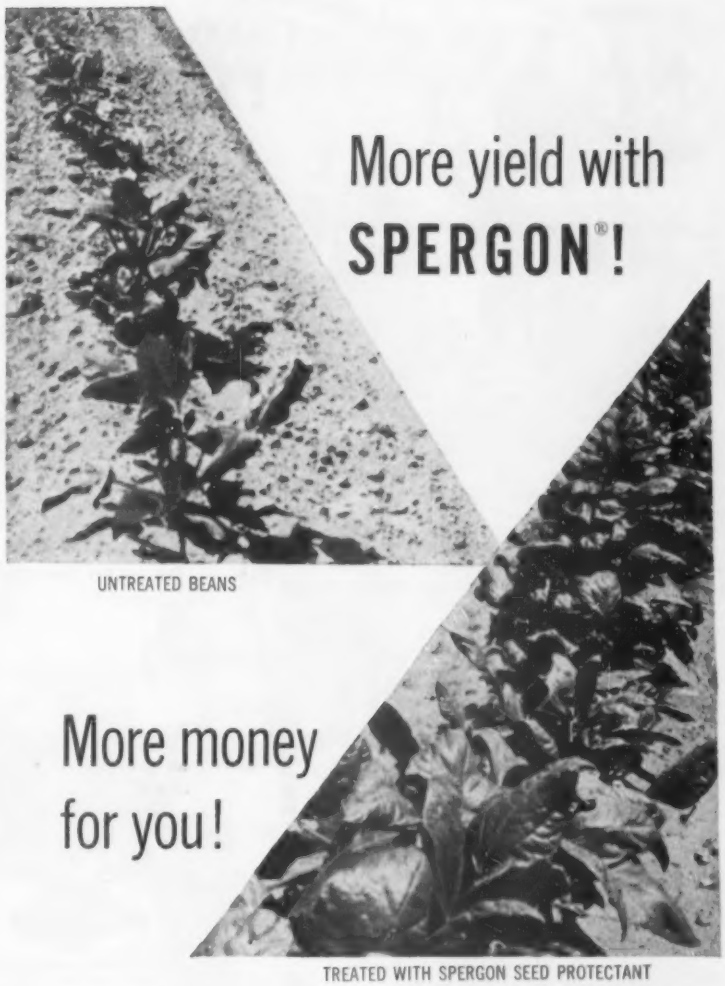
As soon as the trucks arrive at the charging room, one cell of each battery is checked for electrolyte level. If water has been lost by evaporation, it is replaced before putting the battery on charge.

Batteries are put on charge without being removed from their trucks (Fig. 2). A four-circuit motor-generator set charges the "walkie" batteries. A single-circuit motor-generator is available for each of the larger trucks. The equipment automatically charges the batteries by what is called the modified constant-voltage method. When charging by the MCV method, the counter voltage of the battery automatically causes the charging current to taper off as the battery becomes charged. When battery voltage reaches 2.37 volts per cell, a voltage relay starts a timing device which terminates charge after three more hours. The total charging time is about eight hours.

Before battery operations begin each morning, the attendant checks the specific gravity of one cell of each battery. He then spotchecks the electrolyte level of one other cell of each battery. Once a week he carefully checks the specific gravity and electrolyte level of every cell.

After any battery has operated for a considerable time, its individual cells begin to have slight variations. To keep all cells uniform, an equalizing charge is given periodically. To fit production schedules, the dairy gives equalizing charges every Saturday morning when the trucks are idle. The equalization is accomplished by setting the motor-generator timer and allowing the batteries which were charged the night before, to be charged for three more hours at the finishing rate.

To help prevent down-time and to lengthen battery life, the dairy keeps complete battery records. The records include daily and weekly tabulations of specific gravity and electrolyte temperature, date and amount of water added, and the starting rate of the battery charger. Such records tell whether batteries are fully charged when put in service, whether they are discharged below normal value, whether they are being charged properly, and when they should be charged to prevent overworking.



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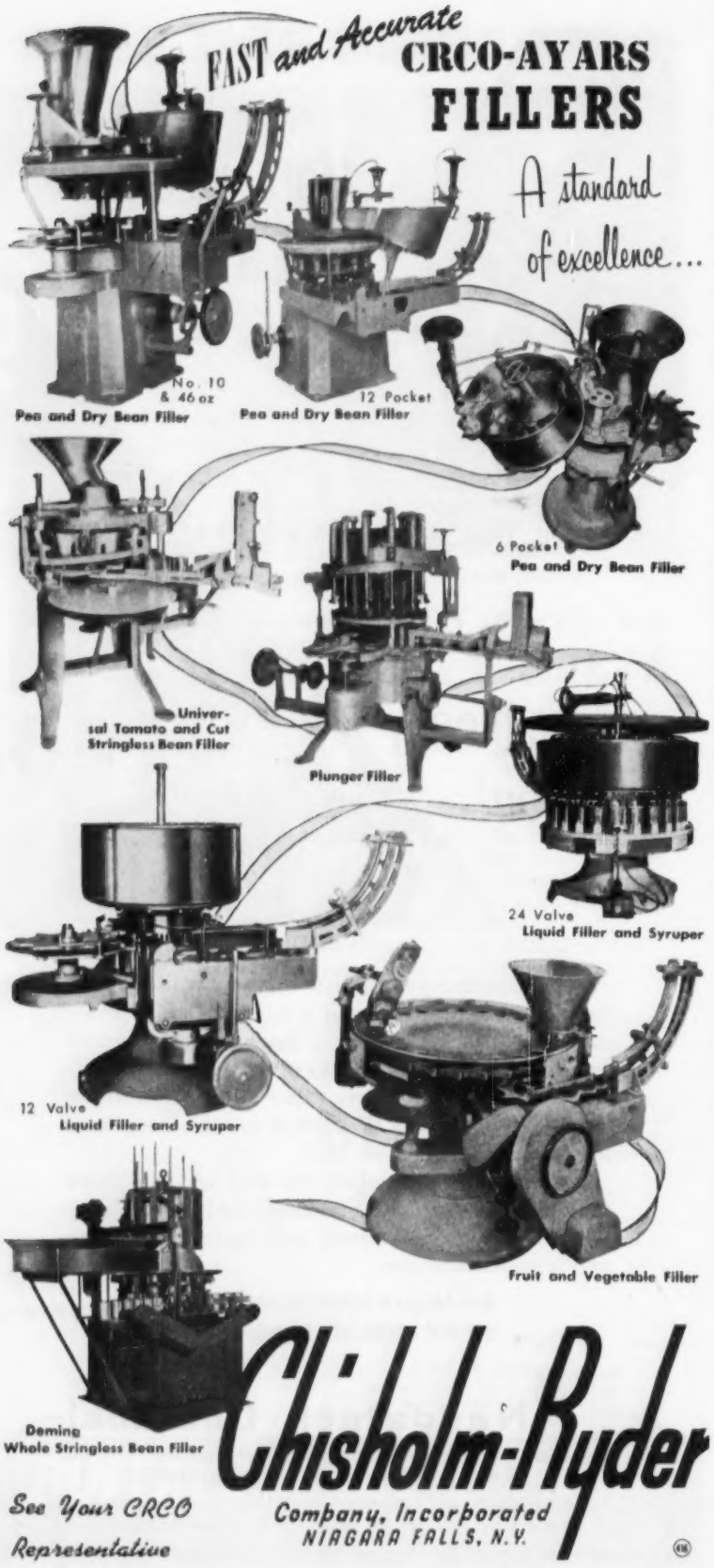


SAUERKRAUT

(Continued from page 27)

desirable and a temperature as low as 50° F. may be used.

Good sauerkraut results are also dependent upon how the right amount of salt is distributed. Here is where the man in the vat plays his essential role. It is an anomaly that, with all of our modern food production technology, this man and his hand operations are an essential part in good sauerkraut production. With the instinct that comes from long experience, he distributes around the vat alternate layers of salt and cabbage and determines, in the delicate relationship between the two, the quality of the final product.

A not unusual situation is one in which shredded cabbage is dumped into vats from two-wheeled carts on runways 10 to 20 feet above. With this technique, however, it has been found that the kraut occasionally softens in certain areas. Low salt concentration and soft kraut have been found in the center of the dumping area, and surrounding this area high salt concentration and pink kraut. Investigation has revealed that this happens because the shredded cabbage has not been promptly spread; therefore brine has been squeezed outward by the striking force of the cabbage as it is dropped from above.

It is very important to correct this unequal concentration of salt. Additional salt should be applied to the center between dumps and less salt to the area outside of the dumping zone. This technique is one which only experience can teach.

When fermentation has been completed the kraut should have an acidity of at least 1.5 per cent lactic. The sauerkraut should now be cured for a few weeks to develop the proper flavor and aroma. It will then be ready for canning.

Modern methods of canning consist of passing the product through a vat of sauerkraut juice heated to 160° to 165° F. The cans are filled by hand with hot kraut. They are exhausted in steam, sealed, and cooled with water. The resulting kraut has a brighter color than kraut cooked in the can, since localized overheating does not occur and the inside of the cans is not discolored by the action of the hot acid. After cooling, the cans are ready for labels and packing.

The formula is clear. Those manufacturers who are producing consistently high quality sauerkraut today are carefully controlling many factors, one of the most important of which is the proper use of salt. The salt con-

trols concern quantity and distribution. Only the distribution of salt in the cabbage still requires a certain amount of technique. Today, no sauerkraut manufacturer worth his salt should be producing an inferior product because of the improper use of salt.

KERR

(Continued from page 16)

may give superior products a hard run for their money. And what can a hundred inspectors do to protect 160,000,000 people against themselves, if markets everywhere are flooded with the inferior and even dangerous stuff the industry has long been trying to abate!

Of course these are extreme words. It'll not be that bad. But insofar as consumer relations begin heating on the hills, the cooperative effort Mrs. Hobby mentioned will begin to lose power. This helps explain why the National Canners Association set up a consumer relations fund of $150,000. Still a lot of honest public education and information is needed for the protection and enlightenment of the public; as it's needed also for the protection of the good quality producer.

There was a lot of straight-forward talk in the President's message in regard to the national economy. No effort, for example, to conceal the mounting unemployment since the turn of the year. By April, the President thinks, the upturn will have come; so he's told business it's a good idea to stop the reduction of inventories. Those materials will be needed. Farmers seem more confident. They expect support prices of one kind or another to be continued. They're buying new machinery; and farm-equipment people, a few weeks ago, began to hire more workers.

Musselman to sponsor four-year scholarship

A four-year undergraduate scholarship covering full tuition under the comprehensive fee plan has been established at Gettysburg College (Pa.) by the Musselman Foundation, announces Dr. W. C. Langsam, president of Gettysburg College, and John A. Hauser, president, C. H. Musselman Co., Biglerville, Pa.

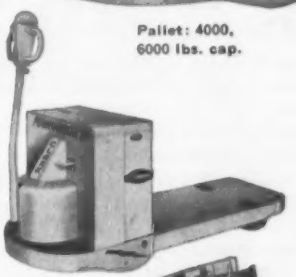
The scholarship will be awarded to a member of the freshman class entering the college in 1954. Musselman employees or sons or daughters of employees are eligible to compete.

Announcing the

POWRWORKER "26"

FEATURE BY FEATURE, IT'S ENGINEERED TO MEET YOUR OWN HANDLING REQUIREMENTS

Pallet: 4000, 6000 lbs. cap.



Platform: 4000, 6000 lbs. cap.

Stacker: 1500, 2000, 2500, 3000 lbs. cap.

Detailed job-studies in customer plants, warehouses and terminals dictated the features of the POWRWORKER "26". No truck on the market today can match the POWRWORKER'S combination of *user-benefits:*

- **Maximum Maneuverability** — Only 26" longer than the load, the shortest standard truck on the market.
- **Light Weight**—Completely fabricated construction combines maximum strength with least weight.
- **Stability**—Close-to-the-floor, low center of gravity.
- **Great Efficiency**—Double reduction of spur gears gives maximum ton-miles at least power cost.
- **Balanced Load Distribution**—Double lift cylinders for smooth lifting and lowering.
- **Safety**—Deadman switch cuts power when brake is applied, handle automatically returns to brake-position.
- **Easy to Service**—All operating units accessible without lifting or dismantling. Drive wheel tire is quickly demountable.

We invite you to compare the 1954 POWRWORKER with any truck on the market! For details, call your local Clark dealer, listed in the Yellow Pages. Or send the coupon for literature.

Ask your Clark dealer about Clark's low-cost Pay-As-You-Go leasing plan.

CLARK EQUIPMENT — POWRWORKER SECTION
Industrial Truck Division
CLARK EQUIPMENT COMPANY
Battle Creek 137, Michigan

☐ Please send POWRWORKER literature.
☐ Have representative call.

Name_____
Firm Name_____
Street_____
City_____ Zone____ State_____

THE Buschman

Trojan

PERMITS RAPID, EFFICIENT LOADING OR UNLOADING

SIMPLIFIES PACKAGE HANDLING BETWEEN FLOORS

FOR GREATER ECONOMY IN PACKAGE HANDLING

Loading, unloading, stacking or boosting . . . the TROJAN powered belt conveyor moves bags, boxes, cartons, cases and crates . . . up, down or on the level at 50 feet per minute . . . in forward or reverse belt direction.

Durable and dependable, this materials handling helper is a most versatile unit. Three sizes feature the "safety balanced boom" which provides for instant adjustment of working height . . . removable boom section for use anywhere . . . positive belt tracking . . . special "rough top" belt that guarantees multiple grip on packages and facilitates conveyor use at angles up to 45 degrees . . . easy rolling rubber-tired wheels and positive floor locks . . . ball bearing roller bed . . . sturdy undercarriage . . . and operation from any standard electrical outlet.

One man can position the TROJAN. One man can operate the TROJAN. For fast, safe, low-cost and efficient package handling . . . YOUR BEST BUY IS THE BUSCHMAN TROJAN!

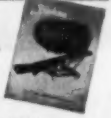
SPECIFICATIONS:

DESCRIPTION (12" Belt Width)	TROJAN 10		TROJAN 15		TROJAN 19	
Power Feeder Section	23" Long	100 lbs.	23" Long	100 lbs.	23" Long	100 lbs.
Gravity Discharge Section	14" Long	24 lbs.	14" Long	24 lbs.	14" Long	24 lbs.
Undercarriage Unit	2'-9" Wide	230 lbs.	2'-9" Wide	230 lbs.	2'-9" Wide	240 lbs.
Boom Section	1'-6" Wide	320 lbs.	1'-6" Wide	380 lbs.	1'-6" Wide	460 lbs.
Length of Boom	10'-0"		15'-0"		18'-10"	
Weight (Boom, Chassis & Motor)	603 lbs.		712 lbs.		802 lbs.	
Roller Spacing in Boom Section	8" Centers		8¾" Centers		8" Centers	
Unit Load Capacity	175 lbs.		200 lbs.		200 lbs.	
Total Load Capacity	400 lbs.		500 lbs.		500 lbs.	

C-1671-EWB

PRODUCE MORE . . . FOR LESS on Buschman Conveyors

WRITE TODAY FOR YOUR COPY OF BULLETIN NO. 50A.



Representatives in Principal Cities

THE E. W. BUSCHMAN CO.

4493 CLIFTON AVE., CINCINNATI 32, OHIO

Canadian Licensee: J. A. McKechnie, Ltd., Toronto 13, Ontario

REYNOLDS BROS.

(Continued from page 26)

trained themselves, but they must be of the type that can quickly instruct masses of workers on plant procedures. The company has this type of permanent employees. They share in retirement, profit-sharing, hospitalization, and insurance plans.

The company furnishes technical help and supplies, materials, and labor necessary to grow and harvest the large crop each year. Six huge migrant labor camps are located on the Reynolds orchards, from which workers are sent each day to harvest cherries in the growers' orchards as well as the company's orchards.

Canners often take the lead in community and civic affairs, and Don Reynolds and his staff are no exceptions. Don was mayor of Sturgeon Bay for eight years, and has been on more committees than he can count. He encourages participation in civic affairs by members of his management staff.

Reynolds Brothers, Inc. has built up an enviable reputation through the years as a quality packer of food products. Only high-quality fruit gets into the plant; all procedures are checked carefully to maintain cleanliness and purity as cherries are packed. Reynolds is the only cherry packer in the state that operates under continuous U. S. Department of Agriculture inspection. Don Reynolds and his associates are proud of this fact and recognize the value of the USDA continuous-inspection seal on their labels.

BEDFORD

(Continued from page 36)

foremen is 15 years and ranges from 10 to 19 years of service.

Each year, the company brings all of its brokers to Dunkirk for a three-day convention, which is held at the Shorewood Country Club. Here they are given the sales program for the year and told of the progress being made by the firm. These brokers have formed the Bedford Club.

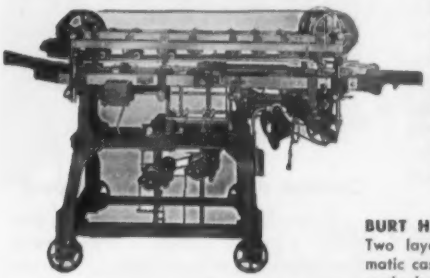
Officers of the company point out that sales for the fiscal year ending June 1952, were 25 percent greater than in 1951, and 30 percent higher for 1953, over the previous year.

A large one-story addition has been added to the jelly and preserve plant and a cold storage plant has been started with 200,000 cubic feet of space.

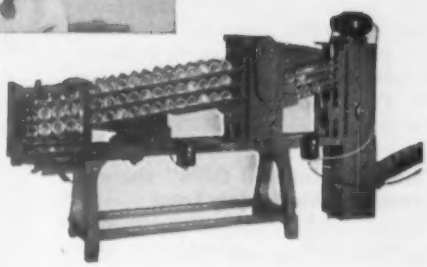
PICK A WINNER . . .

in your race against time! . . .

BURT NON-STOP LABELERS
Continuous operation. Replenish label supply without interruption. No disarrangement of the label pack.



BURT HIGH SPEED CASE PACKERS
Two layers with each stroke. Safe, automatic case dumping. Simplest can handling method available.



BURT

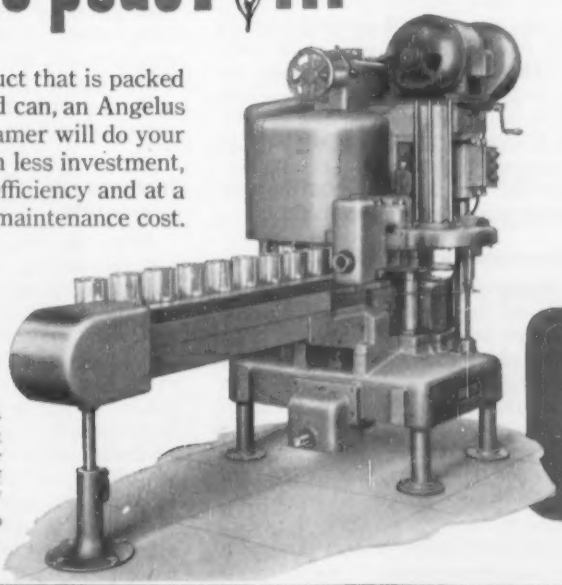
PACKERS & LABELERS

beat fleeting time!

BURT MACHINE COMPANY ★ 401 E. Oliver St., Baltimore 2, Md.

from petroleum to peas. . . .

For any product that is packed in a round can, an Angelus Automatic Seamer will do your job with less investment, maximum efficiency and at a lower maintenance cost.



Model 60-L
High-speed, straight line feed seamer for spill-free closing of round cans 2" to 4¼" in diameter—up to 400 cans per minute

Investigate
the advantages of low cost production, low cost investment, and low cost maintenance with Angelus Automatic Seamers.

Write today
for complete details on models and an Angelus Engineered Application Recommendation.

ANGELUS

Sanitary Can Machine Company

Cable address "Angelmac" Western Union Code

4900 Pacific Blvd. • Los Angeles 58, Calif.

The Market Place

News of Promotion & Selling

Winner and still champion

Gerber Products Co., Fremont, Mich., won the 1953 first place "Best of Industry" award from the Direct Mail Advertising Association, Inc. Gerber's, whose direct mail volume to new mothers in 1953 totaled more than 8,000,000 messages, also took first place in 1952. Kenneth E. Baker is advertising manager and William W. Putney direct mail manager for the company.

"Kukla, Fran and Ollie" show promotes Swift dog food

Swift & Co., Chicago, has selected the "Kukla, Fran and Ollie" TV program to carry the story of its Pard dog food and Pard meal to the retail customers. This popular Sunday program is viewed by 2½ million people in more than ¾ of a million homes.

Oliver J. Dragon, the "Ollie" of the show, directs the commercials right to the consumer—the family pup. To help dealers with the promotion, Swift will furnish a variety of store display material.

Sauce bottle gets new design

La Choy Food Products of Archbold, Ohio, has adopted a distinctive vertical ribbed design for both its three-ounce and five-ounce bottles of La Choy sauce, an all-purpose table and cookery sauce. A slightly deeper base has been added to raise and improve the appearance of the label.

Bottles, polyethylene dispenser fitments, and closures are manufactured by Owens-Illinois Glass Co., Toledo, Ohio. Labels are supplied by Calvert Lithographing Co.

Divider-pack canned chow mein introduced by Chun King

A new line of Cantonese-cuisine chow mein, featuring a distinctive flavor-protecting divider-pack can, will be available to the food trade through Chun King Sales, Inc., Duluth, Minn., packer of American-Oriental foods. The new line, which includes three varieties—chicken, beef and mushroom—will take its place on retailers' shelves alongside Chun King's regular line of canned home-style chow mein.

The sauce and crisp vegetables are packed in separate containers which are taped together in the new divider-pack method, according to Jeno F. Paulucci, president of the company. The line was introduced at the canners convention in Atlantic City.

Beverage sirup folder issued

Recipe Foods, Inc., of Baltimore, Md. and Terre Haute, Ind., has issued a recipe booklet which features a variety of cooking uses for its new beverage sirup, Bennett's Fix-A-Drink. With the folder, the company hopes to expand the consumer use of the product to a year-around basis. Menu ideas for the seven Fix-A-Drink fruit-flavored sirups include cakes, cookies, custards, meat, vegetables, dressings, salads, and sauces, besides the standard summertime uses in sodas, etc.

Counter display has eye appeal

To pack bags of "sugar toasted peanuts," Chunky Candy Corp., Brooklyn, uses a new eye-catching counter display designed and made by Eastern States Cartons Div. of Robert Gair Co., Inc., New York.

A realistic illustration of a boy eating peanuts, printed in brown and red, decorates the top of the carton which folds back to form a cut-out display panel. The trade name, "Chunky," appears prominently across the panel.

Promote "get-acquainted" sale

College Inn Food Products Corp., Chicago, is promoting a special "get-acquainted" sale through March 31 which will feature a 15 cent consumer refund offer on its tomato juice with lemon flavoring.

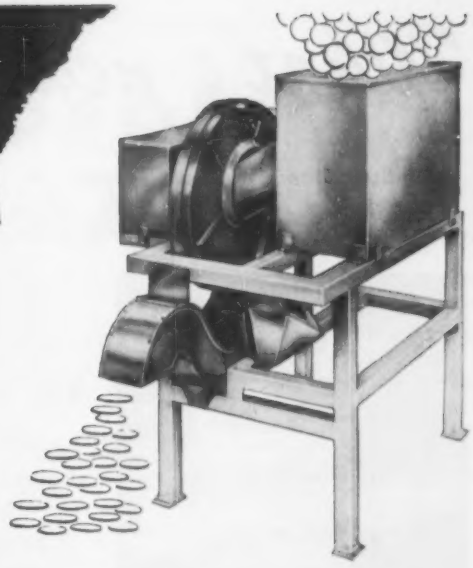
The program, which has been used with success in recent months on College Inn chicken broth and other products, involves the refund of 15 cents to consumers when they mail the label from one 46-ounce can, or two 26-ounce jars, or three 13½-ounce cans. In addition to national magazine and newspaper advertising, the company is supplying retailers with promotional material for individual advertising and in-store use.

Increase canned meat promotion

Meats in cans will be advertised and promoted in 1954 in the largest industry-wide national program ever undertaken, the National Meat Canners Assn. announced recently.

"An industry-wide program of education, telling consumers about the merits of meat in cans, supplemented by the brand advertising of individual producers, will help lead the industry to still greater sales in 1954," said Ralph Keller, president of the Association and general manager for Chicago operations of Geo. A. Hormel & Co.

Looking for *Quality* BEET SLICES?



the Urschel Model "Y" Beet Slicer produces them smoother, more uniform than ever before!

★ Lowest possible maintenance—only *one* revolving shaft.

★ Complete slice size change-over in *one* minute, with extra knife assembly.

★ Cuts 7/32" and 9/32" slices.

★ Ruggedly built for dependable operation season after season.

★ Uses less than 12 sq. ft. floor space.

Consult Urschel now for the experienced answers to your cutting problems. Write:

PRECISION HIGH-SPEED FOOD CUTTING EQUIPMENT

URSCHEL LABORATORIES INC.
VALPARAISO, INDIANA

manufacturers of precision, high speed cutting equipment for delicate food products

---

THE NAME TO THINK OF *FIRST!*

Robins Robins Robins Robins Robins Robins

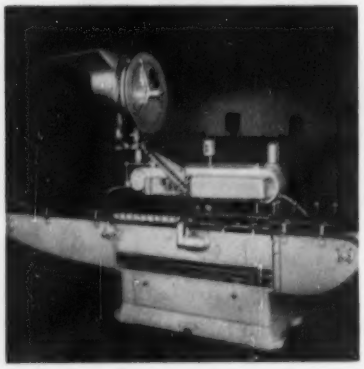
when you need **EXPERIENCED ADVICE**
when you need **HELP ON A PRODUCTION PROBLEM**
when you need **SPECIAL EQUIPMENT**
when you need **PROCESSING MACHINERY**
when you need **REPLACEMENT PARTS**
when you need **OPERATIONAL EQUIPMENT**
when you need **MISCELLANEOUS SUPPLIES**
AND
when you need **GOOD SERVICE, CALL OR WIRE**

A.K.Robins AND COMPANY, INC.

Manufacturers of Food Processing Machinery Since 1855
713-729 East Lombard Street • Baltimore 2, Md.

What's new?

Supplies • Equipment • Trade Literature



New vacuum cap for catsup and steriseal capping machine introduced by Anchor Hocking Glass Corp.

A new vacuum cap for catsup packages—the Anchorvac "Dualseal"—was introduced and shown by Anchor Hocking Glass Corp. at the NCA convention in Atlantic City. It was applied to catsup bottles under steam vacuum, as in actual production operations, by an Anchor "Steriseal" steam vacuum sealing machine.

The new "Dualseal" catsup cap is effective for preventing black-neck, according to Anchor Hocking technicians.

Leakage between the gasket and the cap is eliminated in one of three areas where oxygen frequently enters catsup packages sealed with ordinary caps the company said. The "Dualseal" can be easily and quickly removed with any of the many lift-type openers, according to the company.

Anchor Hocking is offering this new cap, and appropriate steam vacuum capping machinery to seal at any speeds at which catsup bottles can be filled in commercial operations, to catsup packers for their 1954 and future packs.

Canco sardine can on market

American Can Co. has introduced its new No. ¼ oblong, sanitary style sardine can which features a slotted key that fits into a lip on the can top, according to G. S. Spence, commodity manager in charge of fish products.

The new can, first of its type to be manufactured in the U. S., is easily opened with a few twists of the wrist. It has a drawn body with a double-seamed top and replaces the former punch-and-roll opening can.

Literature

. . . Bulletin 200 of B. H. Bunn Co., Chicago. Describes automatic tying machines; illustrated.

. . . Power for Low Cost Water booklet of Caterpillar Tractor Co., Peoria, Ill. Discusses Diesel engines and electric sets.

. . . Bulletin 1041 of Hauck Manufacturing Co., Brooklyn. Describes firm's latest prefabricated thawing pits.

. . . Bulletin 473 of The Foxboro Co., Foxboro, Mass. Describes the Poweractor, new force-balance type positioner for cylinder-operated devices.

. . . Bulletin 155 from Horix Manufacturing Co., Pittsburgh. Tells about company's line of filling equipment for still liquids and semi-liquids.

. . . How to make Power Plant Cleaning Easier booklet by Oakite Products, Inc., New York City. Discusses most common cleaning, descaling, and paint stripping problems of power plants. Oakite also has issued a booklet, Four Ways to Cut Cleaning Costs in Candy Plants, which covers candy plant sanitation problems.

. . . Bulletin GEA-6084 from General Electric Co., Schenectady, N. Y. New electric system for mobile refrigeration units described.

. . . Catalog 80 of Kewanee-Ross Corp., Kewanee, Ill. Data and illustrations on firm's line of high- and low-pressure steel boilers.

. . . Bulletin SP-753 of Stop-Fire, Inc., Brooklyn. Describes company's Redi-Matic automatic sprinkler-type fire extinguishers.

. . . Bulletin P1261 of The Bristol Co., Waterbury, Conn. Outlines properties and specifications of the firm's Metal-Ceramic LT-1 protection tube and thermocouple assemblies.

New retort control system

A retort control system which enables canners to match the controller to the process and to add any desired degree of automation was announced by the Foxboro Co., Foxboro, Mass.

The system consists of the basic Foxboro controller, which may provide single control (temperature) or dual control (temperature and pressure), and a subpanel to which units are added for any type or degree of retort control up to fully automatic.

Conveyor belt cover improved by Goodyear Tire & Rubber Co.

A new, improved canner's conveyor belt, used for all kinds of food handling, is announced by the Goodyear Tire & Rubber Co. A tougher rubber cover improves the specialty belt's abrasion-resistance, elasticity, resistance to tearing, and tensile strength, according to the company, while former resistance characteristics have been retained.

PROFIT MAKER

HAMACHEK ELEVATOR PEA SAVER

Pea vines discharged from a viner contain threshed peas that have been entangled with mats of vines. The Elevator Pea Saver is a patented device which rolls over and pulls apart each mat of vines as it passes up the discharge elevator of a viner. By this action these threshed peas, normally lost, are recovered in the chaff separator or tailing machine of the viner. The increased yields from the vines without additional seed, land rental, field supervision, or labor costs enhance profit. Hamachek Elevator Pea Savers are available for all makes of viners. WRITE FOR PARTICULARS.

FRANK HAMACHEK MACHINE CO.

GREEN PEA AND LIMA BEAN HULLING SPECIALISTS

Established 1880 **KEWAUNEE, WISCONSIN** *Incorporated 1924*

SPEAS

APPLE PRODUCTS

the Standard of Quality for sixty years

NUTRL-JEL
for preserves, jams, jellies, marmalades

CONFECTO-JEL
for jellied candies

Powdered *Apple* Pectin for PRESERVERS

CONCENTRATED APPLE JUICE

Plants in Apple Regions From the Atlantic to the Pacific

SPEAS COMPANY, General Offices, Kansas City 1, Missouri

Freezing News

Promotion • Selling • Research

California frozen food plant, rebuilt after fire, to be in full operation by 1954 strawberry harvest

Completely reconstructed following a disastrous fire in January 1953, the California Farm Products frozen food processing plant in Watsonville, Calif., will be in full operation by the beginning of the 1954 strawberry harvest, according to Frank Saveria, president of the company.

Despite the fire which destroyed 75 percent of the plant, the firm was able to increase its 1953 production approximately 25 percent over the previous year, Mr. Saveria said. The newly reconditioned plant has six tunnels, each of which will quick freeze five tons of strawberries in one operation, he added. Adjacent freezing rooms will enable the plant to freeze an additional 30 tons at the same time.

Other new features include a revamped processing line; loading docks for refrigerated trucks; and a private, three-car railroad spur. Total processing capacity will be an estimated 20 million pounds of strawberries per year in retail and institutional type packages, according to Mr. Saveria.

New frozen food introduced

Frozen Farm Products, Altoona, Pa., has introduced to the retail trade its new product, "Chik-N-Basket," a ready-breaded quarter of a chicken that needs only to be deep-fried before serving, according to Sam Port, president.

The product, which is packed in a brightly colored plastic basket, contains 10 ounces or more of chicken cut into four pieces, pre-cooked and breaded. The housewife removes the chicken from the basket, deep fries for 10 minutes, and serves in the same basket.

Adds beef steak to line

Armour & Co. has added a new beef steak for grilling to its "Meal-in-a-Hurry" line of fresh frosted packaged meats. The company has planned an extensive merchandising program, including recipe leaflets and point-of-sale material, to help launch the "beef grill steak."

Minute Maid wins float prize

Minute Maid Corp.'s "Cinderella" float with pretty Monica Eskridge, Brigham Young University student, as Cinderella queen, won the Rose Bowl parade theme prize for most effectively depicting "Famous books in flowers."

The award, one of two top prizes for commercial entries in the New Year's Day event at Pasadena, Calif., resulted in wide radio, television and newspaper publicity for the frozen orange juice firm, according to Hamilton Stone, vice-president and general manager of the western sales subsidiary.

Frozen duck processors open sales office in N. Y.

The Riverhead Duck Processing Co-op, Inc., Riverhead, L. I., N. Y., packers and processors of quick frozen Long Island ducklings, has opened a sales office at 525 West St., New York. President Joseph P. Celic announced that the move was made due to an increase in volume and expansion of processing facilities.

Appoints advertising firm

Trade Winds Co., Thunderbolt, Ga., packers of Trade Winds brand and Pan-Redi brand fresh frozen fantail shrimp, has appointed The Blaine-Thompson Co., Inc., New York, to handle its advertising, merchandising and sales promotion program. The company announced that an aggressive radio, television and newspaper campaign is planned for major markets throughout the country.

Add three varieties to frozen poultry line

John H. Dulany & Son, Inc., Fruitland, Md., has announced the addition of three varieties of frozen poultry parts to its line: chicken drumsticks and thighs, and partially-boned chicken breasts in 12-ounce packages, and chicken livers in 8-ounce packages.

Beef pie introduced

Appetite appeal is the theme of the colorful face panel of the Birds Eye beef pie package, introduced recently in Eastern areas. The quick-frozen, pre-cooked item, marketed in an eight-ounce size, will be promoted as a satisfying "meal-in-itself."

During the introductory period, packages will be banded in pairs, and the shopper can obtain the second package for half price when she buys one at regular price.

W. F. & JOHN BARNES

. . . offers this complete modern service to the Food Packer

If you pack in glass or tin we'd be most interested in working with you in *any* phase of your production. Your inquiries on any of the equipment listed below will be given careful consideration and prompt attention.

Single Filers

New efficient methods of unscrambling glass and fast operating equipment to maintain production on standard or odd shaped pieces have been developed. Production up to 600 jars per minute has been maintained in one plant.

Retort Loaders

A Retort Loader that handles over 500 baby food jars per minute has been developed and in daily operation. It is one of other Barnes machines in this plant which is helping to lower costs through faster handling.

Conveyors

Can elevators or special conveyors to suit your specific requirements can be designed to suit the maximum convenience in handling cans to and from your various processing machines.

Martin Aseptic Canning System

As sole manufacturing representatives of the Martin Aseptic Canning System, we are pleased to offer this revolutionary system to the food packer and would welcome the opportunity to tell you more about it.

Other Barnes Products

Actually our service to the food packer consists of engineering and manufacturing facilities. The products represent the end result of a close coordination between the packer and our process engineers. If you have any problem or wish to improve your processing methods and lower costs call a Barnes engineer. If you wish additional information write for bulletin F-354.

W. F. and JOHN BARNES

PROCESS EQUIPMENT DIVISION 305 SOUTH WATER STREET, ROCKFORD, ILL.

World's Largest Canners, Packers

CUT BOX COSTS with CELLU-SAN®

The first and only NON-TOXIC wood preservative developed expressly for the food industry.

The field boxes (also hampers, pallets and viner canvas) you buy this year can have a far different life history from those you now own. And here's why, as proven by the world's foremost canners and packers.*

Odorless, tasteless CELLU-SAN performs *two* major functions that save you money year after year.

1. As a fungicide, it provides positive protection against mold, mildew and rot. Your equipment will remain not only stronger, but cleaner, more sanitary. Crops are safe from contamination.

2. As a water repellent, it controls the moisture content in wood — prevents excessive warping and swelling. Nail-holding power is improved. (174% in documented tests) No longer will your boxes dry out, become brittle and break so easily. CELLU-SAN keeps wood fibres strong, resilient and "alive".

CELLU-SAN treated boxes will send your repair and replacement costs *down*. It provides many types of protection for only pennies per box. Apply it yourself with a simple, 3-second, in and out dip. Or, specify CELLU-SAN when ordering new harvesting equipment.

** Names on request*

CELLU-SAN treatment represents potential savings of thousands of dollars. All we need is your request and we'll send illustrated, factual information. Write today to CELLU-SAN Division, Darworth Inc., Simsbury, Conn.

Western Sales Office P.O. Box 1422, Palo Alto, California.

CANNER'S ACREAGE

(Continued from Page 40)

varieties. In a second test of 21 selections, Jersey Orange again gave the largest yield of canning stock followed by Oklahoma 31 x 36–10, Md. 47B, Md. 47A, Oklahoma 15 x 43 x 1, Allgold, N-1, and Maryland Golden–1.

Experimental packs

In 1950 and 1951 several varieties of sweet potatoes were canned as small whole sweet potatoes in medium syrup and vacuum by J. H. Dulany & Son, Inc., Fruitland, Md., Continental Can Company, Inc., Baltimore, and the Univ. of Maryland.

In 1950 samples of Vates Golden and Virginian were obtained from the Virginia Truck Experiment Station during the first week of storage (Oct. 24) at 80° F. Samples taken from the Beltsville, Md. (USDA) storage house under similar conditions included Sunnyside (B-5944), L-240, Allgold, Australian Canner, Goldrush, Heartogold, B-571, B-5916, B-5978, and B-5999. These were canned in medium syrup one day after removal from storage. Notes were recorded by representatives of Dulany, Univ. of Maryland, and Continental when canned samples were examined on Nov. 2, 1950, as shown in Table 1.

Vacuum-packed samples of various freshly dug sweet potatoes and those stored[4] for six weeks (from the same sources as above except as noted) were canned in the Baltimore laboratory of Continental in 1950. Grading scores were determined for these varieties of canned samples by representatives of the Univ. of Maryland, USDA, Continental, and other canner representatives in January 1951, and are as recorded in Table 2. Among the vacuum-packed samples, Sunnyside and Australian Canner were given highest total ratings for color, firmness, and texture, while Allgold, L-240, and Jersey Orange were in the next group. However, all were commercially accepted as canning varieties.

In 1951, sweet potato varieties grown on the Parker Bros. farm and the Vegetable Research Farm, both near Salisbury, Md., were processed in medium syrup (20° Brix) by Dulany and in vacuum at the Univ. of Maryland. All samples were prepared from freshly dug potatoes. Ratings of the samples packed in syrup were made by Dulany about one month after canning. An overall rating of excellence in color, appearance, firmness, flavor, and texture was given Sunnyside and Orlis. Highest color ratings were given Sunnyside, Jersey Orange, Md. 47, Orlis, Virginian, and Yellow Jersey. In appearance, first preference was for Big Stem Jersey, Sunnyside, Goldrush, Md. 47, Orlis, V-37, and Yellow Jersey.

All samples canned at Fruitland and College Park were rated by a panel of judges at College Park on Dec. 14, 1951, as reported in Table 3. Sunnyside was highest among the syrup packed samples with a total score of 87.4. The varieties Virginian, Md. 47, and Md. 48 also scored very high. Virginian was relatively low in firmness while the other two were lower than Sunnyside in flavor and color but were exceptionally good in firmness and wholeness. The other varieties are grouped in order of excellence as follows: Orlis; Oklahoma 45; Yellow Jersey; Big Stem Jersey; Oklahoma 31 x 36–10; B-5999; Vates Golden; Rols; Allgold; Jersey Orange; Goldrush; Maryland Golden; Md. 57; V-8; Orange Little Stem; V-37; and Oklahoma 15 x 43–1.

Results with vacuum-packed samples are not entirely comparable to results with syrup-packed samples

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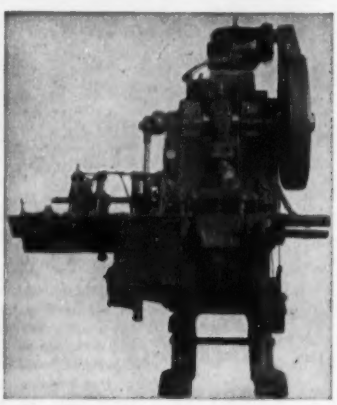

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since only a few of these varieties were available in both styles. Color ratings are higher for some selections in syrup pack. While Sunnyside was at the top of the list for both styles, Vates Golden, which was mediocre in the syrup pack, was exceptionally good in the vacuum pack.

Summary & conclusions

Results of several canning tests on a number of recently developed sweet potato varieties, breeding selections, and standard commercial varieties grown and canned in the general vicinity of Baltimore show that of the now-available varieties, Jersey Orange, Orange Little Stem, and Allgold are acceptable for syrup packs, while Jersey Orange and Big Stem Jersey may be preferred for vacuum packs. Breeding selections included but not generally available at present are Sunnyside, L-240 (Early Port), Md. 47, Md. 48, and Vates Golden which were found to show desirable characteristics for canning in both syrup and vacuum packs of small whole sweet potatoes.

Good interior color and good texture but poor firmness were found in syrup packs of small whole sweet potatoes of Maryland Golden. Cracking was severe in the raw stock of this variety. A lack of uniformity in color, poor texture and firmness were found in the vacuum packs of this variety. Good color, texture, and firmness were found in packs of small whole sweet potatoes in syrup packs of Jersey Orange. This variety is known to be resistant to cracking. Vacuum packs of this variety showed better color, texture, and firmness than Maryland Golden. Sunnyside was given the highest preference ratings, generally, in both syrup and vacuum packs of small whole sweet potatoes.

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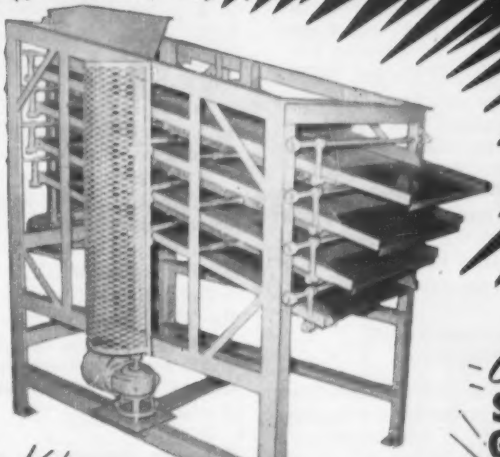

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Vacuum-pack can manufactured by American Can Co. is shown as used by Franklin Foods, Hazel Park, Mich., with a special dispensing unit for the distribution of Franklin's dry-toasted peanuts.

Previously served in jars and a special vending machine, the nuts now will be packed in a round key-open, four-pound can that has been designed to fit the plastic dispenser. The containers are lithographed in Franklin's own label. The can is locked into position on the dispenser mechanism by means of two "dimples" put in the can near the tear strip.

New movie released on growing quality fruit

Teamwork of the grower, fieldman and scientist in producing top quality, disease-free fruit, is dramatized in a new 16 mm. color-and-sound motion picture, "Keep America growing . . . quality fruit," now being released by California Spray-Chemical Corp., Richmond, Calif.

In production for a year, the picture shows the complete cycle of the fruit industry, from blossom time through to harvest, shipping and the dormant season, and from the orchard to the consumer's table.

It presents problems of apple, peach, cherry and strawberry growers in producing fruit of top quality, with film locations in orchards, packing houses, warehouses, and market, railroad and truck centers. Copies of the film can be secured on loan from the company.

Davis food technologists study canned peach flavor

Some chemicals, as yet unknown, in the sweeteners or the water of canned peaches, can produce a toughened outer surface in the product, lowering quality and flavor, according to Sherman J. Leonard, specialist in the department of food technology at the University of California at Davis.

Hundreds of cans of peaches were processed under uniform conditions and will be subjected to chemical analyses and taste-testing for final evaluation of the effects sugar and water produce on peaches. The work is being carried on under grants from the Sugar Research Foundation and Corn Industries Research Foundation.

Develops new process for producing fish meal

A process for producing low cost, high protein, easily-preserved food from fish has been developed by Vio Bin Corp., Monticello, Ill. The new flour-like substance, its manufacturer says, may help food-deficient nations solve their vital nutrition problems.

Ezra Levin, Vio Bin president, said his company is processing a quantity of whiting, a plentiful variety of fish from the U. S. east coast with little commercial value, into meal which will be shipped to Indonesia under the "Point Four" program.

Basically, Levin said, the meal and an oil by-product are produced by a solvent extraction process and dehydration.

Propose changes to standards for grades of frozen vegetables

A summary of proposed changes to U. S. standards for grades of frozen mixed vegetables was issued recently by the U. S. Dept. of Agriculture, Agricultural Marketing Service, Fruit and Vegetable Div., Washington 25, D. C. The digest covers revisions only, the USDA announced, and is not a comparison of all requirements that are current and proposed.

Fruit spread production for 1952 announced recently

Production of fruit spreads during 1952 was sufficient to make available to each American consumer 4.2 pounds of preserves, jams, jellies, marmalades and fruit butters, the U. S. Department of Commerce announced recently.

Despite decreased demand by the nation's armed forces, commercial production in the United States amounted to 648,200,000 in 1952 as compared with 624,600,000 pounds a year earlier. Approximately 48 percent of fruit spreads produced were preserves and jams; 36 percent, jellies; 12 percent, fruit butters; and four percent, marmalades. Strawberry jam still led the popularity parade, the report said, accounting for nearly a third of all preserves and jams produced, while in the jelly field, grape was most popular.

U. S. standards for grades of canned grapefruit issued

The fourth issue, as amended, of the U. S. standards for grades of canned grapefruit became effective on January 19. The standards were issued by the Standardization and Inspection Branch, Fruit and Vegetable Div., U. S. Dept. of Agriculture, Washington 25, D. C.

What makes people fat?

People get fat simply because they overeat

Why do they overeat?

Because they're hungry

Why are they hungry?

One of the reasons is because their blood sugar level is low

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"Eat sugar—stay thin," says sugar industry advertising

First advertising copy in a three-year educational campaign series sponsored by all segments of the sugar industry stresses "low blood sugar level" as a scientific cause of overweight, according to Sugar Information, Inc., New York. The ads will appear in newspapers, consumer magazines and trade publications.

"If you are watching your weight," the advertisement says, "you can raise your blood sugar level, tame your runaway appetite any time you want to, just eat or drink something with sugar in it."

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GOULD

(Continued from page 30)

jective color instrument for determining the color of the raw product and in turn the color of the finished product versus the present system of grading tomatoes. It should be pointed out that such variables as variety and process have not been considered in the data presented in these tables. That is, the data in these tables are based on overall averages disregarding these and other factors. These other variables will be discussed later.

System not adequate

What does all this mean to the tomato juice manufacturer? If you used the present system of grading tomatoes only as a means of buying tomatoes it might be satisfactory. However, published information shows that the present system is not satisfactory even from this standpoint. If the present system of grading tomatoes is to serve as a quality control technique in the manufacture of tomato juice, then the data in Table 1 and 2 indicate that it is not adequate. To illustrate, the data in Table 1 show only a slight grade relationship when processing tomatoes of 100% No. 1's versus 100% No. 2's for color.

Further, the color score of the canned tomato juice is only 1.3 points lower for the poorer tomatoes. If we consider the data presented in Table 2, we see almost a direct relationship between the raw product color and finished product color, either as determined by the a/b color ratio or the U.S.D.A. color score. Also, these data show a very good relationship between finished product color as

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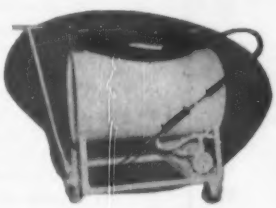

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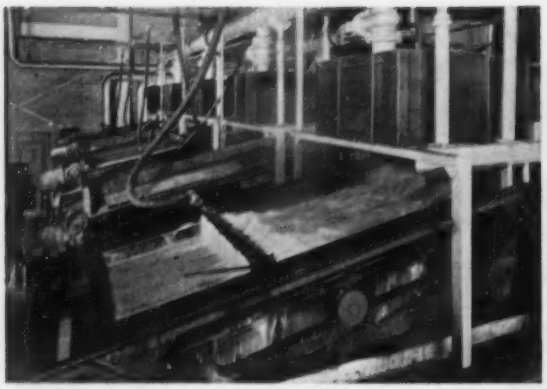

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KEY FIGURES at Univ. of Wisconsin's raw products meetings are (l. to r. sitting) C. H. Mahoney, National Canners Association and J. E. O'Brien Jr., Stokely-Van Camp, Inc.; (standing) K. C. Berger, Univ. of Wis. Soils Dept.; Agronomist K. P. Buchholtz; and Horticulturist L. G. Holm. Wisconsin's raw products meeting was instituted in 1925.

Canning crops experts report at Wisconsin raw products meeting

THE WISCONSIN CANNERS ASSN.'s raw product conference, held at the Univ. of Wisconsin's campus, February 10-11, intensively covered the latest field techniques including aspects of both general and specific raw-product problems. Near-wilt in peas, which was troublesome last year in the intensive pea-growing central areas of the state, and a report on farmers' attitudes toward the present agricultural policy, were featured.

Dr. Kermit C. Berger, professor of soils at the University, said that despite better fertilizer materials and much greater use of them today, farmers should use five or six times as much fertilizer to realize most profitable yields, or roughly two or three times as much just "to come out even." Berger stated that the only way to tell what kind of fertilizer to use is by soil testing, and also that, while fertilizer placed with the seed can give plants a 10-day to two weeks' headstart, such placements cannot take care of the plant requirements for maximum growth.

Urging early removal of weeds, L. G. Holm, prof. of horticulture, told the canners, most of whom were fieldmen or heads of field departments, that "crops can be crippled even though 80 percent of the weeds are removed within three or four weeks after the plants come up. The crop may never recover from this injury."

Use of combined insecticides and fungicides wherever possible was recommended by Dr. J. C. Walker in discussing seed treatment. The plant pathologist pointed out that in addition to the economies of the one application for double control, "You have the value of the insecticide, which alone may be a little injurious, by having the fungicide there."

All agriculture as well as canning crops growers have benefited from the "remarkable job" done by canners working cooperatively to develop and improve agricultural equipment, said Dr. C. H. Mahoney, director, raw products bureau, NCA.

Other speakers included H. D. Bruhn, University agricultural engineer; R. J. Penn, agricultural economist; K. P. Buchholtz, prof. of agronomy; E. E. Phillips, American Can Co.; Warren Gabelman, horticulture professor; Paul C. Ekern, prof. of soils and meteorology; D. J. Hagedorn, who was instrumental in developing the New Era canning pea; J. W. Apple, prof. of entomology; Gene Walgenbach, Mammoth Spring Canning Co.; Richard Czehno, Green Giant Co.; Richard Yero, Libby, McNeill & Libby; and William Luckman, Shell Chemical Co.

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Label Manufacturers reaffirm trade customs

The label manufacturing industry has reaffirmed the Trade customs which have been in existence for many years, according to the Label Manufacturers National Association, Inc. A study of the customs governing the buyer-seller relationship for the past 30 years indicates that there has been little change in this relationship. A copy of the document is available from the Association, 1700 Eye St., N. W., Washington 6, D. C.

determined subjectively and the color as determined objectively with the aid of the Hunter meter (a/b color ratio).

Why isn't there a better relationship between the raw product grade as determined by the present system of grading tomatoes and the color of the finished product? There may not be a single answer to this question. However, one possible explanation is found if you consider the method used for grading the tomatoes under the present system. That is, the grader usually determines the color of the tomatoes from an external appearance of the tomato rather than from the juice made from the tomatoes. With the data in mind as presented in Table 2, it seems advisable to consider the proposed method of extracting the color from a sample of the tomatoes and then to evaluate this color. This is the juice that is eventually processed and sold as the canned product. Further, by studying these data and other data published in this report, you can establish the color line needed in the raw product and the finished product to manufacture a specific quality of tomato juice.

Summary

One of the summary statements found in this report says: "On the basis of overall averages disregarding variety, season, process and time of inspection, a Hunter a/b color ratio for the raw product above the range of 1.60 to 1.69 was required to produce minimum Grade C canned tomato juice for the U.S.D.A. grade factor of color. A raw product a/b color ratio between 1.85 and 1.95 was required to obtain minimum Grade A tomato juice for color."

There is a further advantage offered by determining the raw product quality on this basis, i.e., if a system for handling other factors of raw product quality could be satisfactorily developed and the color determined on an objective basis, a satisfactory system of paying for raw product quality on a sliding scale basis could be devised. This is used for many other products and it might be highly advisable to attempt such a system for tomatoes for manufacture into strained products. These are factors, however, for the industry to decide in cooperation with growers and marketing groups.

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Hume opens new branch

The H. D. Hume Co. of Mendota, Ill., has formed the Hume Products Corp., a new sales division which will handle the company's branch operations, it was announced by H. D. Hume, president of the firm. The new company, with offices at Beaver Dam, Wis. and Mechanicsburg, Pa., will handle the distribution of Hume products in Wisconsin and along the eastern seaboard.

Booklet published on Blue Lake green beans

A young green bean from out of the West, the "Blue Lake" variety, has won more than 30 percent of total canned green bean sales, according to Chester I. Chase of Salem, Ore., president of Associated Blue Lake Green Bean Canners, Inc.

A new brochure entitled "The story of canned Blue Lake green beans" recently was published by the Association. The Blue Lake variety, Mr. Chase said, is a distinctive type of green bean developed specifically for canning and grown commercially in Oregon, Washington and two small areas of northern California.

How they got there

General Lucius D. Clay

"Guns, government, or cans . . ."

ONE DAY SHORTLY AFTER he had been named chairman of the board of Continental Can Company, an old Army friend asked Gen. Lucius D. Clay, "Exactly what do you know about the can business?"

Clay squared his now-famous jaw and snapped, "Nothing." Then he added, "But I do know a little about administration, and I can learn about cans."

The General can afford understatement; his record supplies the adjectives.

As the son of Alexander Stephens Clay, U. S. Senator from Georgia, he was introduced early to public life. The time spent in Washington presaged his future in two ways: Clay served briefly as an understudy pageboy—his first government job. And while there he took enthusiastic advantage of a rule allowing legislators' families to borrow books from the Library of Congress; to make full use of the library while he could, young Clay trained himself to read and learn rapidly.

In 1918, the 21-year-old Clay accepted an appointment to West Point. In 1924, he became an instructor in classes in civil and military engineering at the Point.

With the Corps of Engineers, he worked eight years on river and harbor projects and supervised the construction of the Red River Dam in Texas and the Civil Aeronautics Administration's $100 million defense airport program.

When World War II came, he was named to his first big administrative post—Army Director of Materiel. After breaking several bottlenecks for General Eisenhower at Cherbourg and Washington, he became Deputy Director for War Mobilization and Reconversion.

As Army spokesman for the War Production Board, he divided the nation's economic pie between the military and non-military, hardly an enviable chore. But withal, he won the admiration of businessmen with whom he dealt; his decisions were based on reason, not whim.

When General Clay assumed the duties of Military Governor of Germany and Commander-in-Chief of the U. S. Forces in Europe, it was with the same vitality he was later to show at Continental. He worked a 74-hour week, frequently skipping lunch to squeeze more work time out of the day. It was in 1948 that the greatest demand was made on his resourcefulness and energy, when he conceived and administered the Berlin airlift. But that's history.

During the summer of 1949, after General Clay retired from the Army, he completed his official and personal report to the American people, *Decision in Germany* . . . and he wrote the book himself. Moreover, he has never accepted a fee for his lectures on Germany, a report which he feels should come gratis to the country's taxpayers.

Just about this time, Carle C. Conway, Continental's board chairman, decided to retire. Sidney J. Weinberg, a director who had been the General's old workmate in the Office of Defense Mobilization, urged the board to name Clay as the replacement. Of his old golf crony, Weinberg said, "He's an annoying competitor on the last three holes, when the chips are really down, and I must say that he's got one of the finest minds I know. He's got an industrial mind."

According to General Clay, "Guns, government, or cans, the art of administration is the same." He believes executives ought only to coordinate and control operations broadly at the top level.

A firm believer in a close-knit organization, Clay set about to achieve this at Continental, an imposing task because of the geographical sprawl of its 74 plants, mills, and other operating units. Clay centralized responsibility by placing a vice-president in charge of each of the three geographical metal divisions, with a sales head and a production head under him. Overall he installed a metal division executive vice-president to report directly to him. All down the line, in each of the five product divisions, and the equipment manufacturing, research and engineering, and development divisions, Clay delegated more responsibility to the top executives.

As he delegated, however, he tightened top management controls. Today, vice-presidents meet with him monthly to review their operations. Through the use of graphs and charts and flags, he makes dramatic presentations of individual plant records. Once a plant has been flagged—has shown operational losses—it has to run in the black three months before it gets its figurative gold star and is restored to official favor. Once a week, he receives reports on day by day activities at a top level staff meeting, where he also tests his ideas—and they are many.

Although General Clay stresses the larger aspects of administration, he is far from ignoring the details of operations. As a starter at Continental, he made a flying inspection tour of the company's plants, 64 at that time, in some 21 states, the first such tour by a board chairman in Continental history. Subsequently he set up a schedule to visit each plant once a year. His sharp insights prompted one amazed plant manager to remark after a visit, "He came out asking the kind of questions a veteran can-maker would ask."

The twin objectives Clay has set for himself are making Continental bigger than it is and making it better known to the public. He's accomplishing both.

The board of directors in 1951 allocated $80 million toward an expansion program. And, through the acquisition of several companies, Continental has moved into the smaller and medium-size bag and the flexible packaging fields, as well as the fast-growing business of making paper containers for milk.

The second part of his goal is being realized through a bigger advertising and public relations program. Since 1950, when General Clay was made top man, the advertising program has been expanded to include monthly advertisements in TIME, FORTUNE, and BUSINESS WEEK.

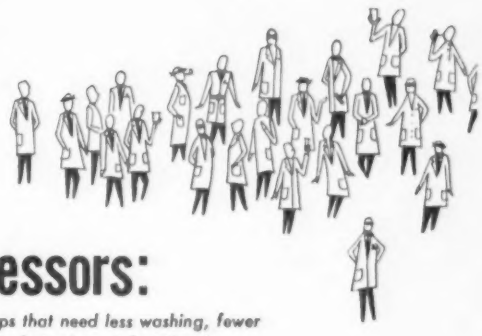
In 1952, sales were increased by $15 million more than 1951 to $475 million, a record high. Net sales of more than $240 million for the first six months of 1953 were 17 per cent higher than those for the same 1952 period.

No need, now, to ask General Clay what he knows about cans.

What TEPP* can do for

farmers:

Spray one day and harvest poison-free crops 48 hours later!



processors:

Cleaner crops that need less washing, fewer rejects due to last-minute infestations!

They all like remarkable TEPP—the pesticide that kills without leaving any lingering poisonous residue. When properly handled, TEPP can assure cleaner, higher quality crops that mean more profits for both farmer and processor.

Low-cost, amazingly effective TEPP kills aphids, thrips, red spider mites, leafhopper nymphs, flea beetles and many other pests. TEPP is available 1) as a liquid concentrate, 2) as a stabilized dust, and 3) with other active ingredients. Recommend TEPP formulations to the growers in your area. For the names of manufacturers of TEPP, write to Eastman Chemical Products, Inc., Chemicals Division, Kingsport, Tennessee.

TEPP*

means pest-free crops

poison-free crops

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THE POPULAR MAIN CROP HYBRID

A reliable cropper, with few if any suckers, highly resistant to Stewart's bacterial wilt, and readily harvested by hand or mechanically. The ears are cylindrical, with kernels of attractive shape and size.

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Mid-Month

Food Packer NEWS LETTER

Canning Glasspacking Freezing

March 15, 1954

E. E. Wilkie, Pacific American Fisheries, Inc., Bellingham, Wash., and president of National Canners Association, said that food canners have performed an economic miracle in holding the price line on canned foods against sharp increases in their major cost items. Statement was made before 42nd annual meet of the Utah Canners Association, Salt Lake City, March 12. Wilkie explained that the retail prices of canned fruits and vegetables still are below the ceiling prices that were in effect almost two years ago when OPS was abolished. He cited govt statistics showing that canners pay 2½ times more for raw food and three times more in wages than 15 years ago. But over this period retail prices of canned fruits and vegetables rose only by two-thirds. Today's canned-food prices average 7% below OPS ceilings in effect in June 1952 and clearly establish canned foods as the consumer's best food buy for this year, the NCA president declared.

Today's home-maker boasts of her use of canned & packaged foods instead of apologing, Dr. H. L. Stier, director of statistics for National Canners Association, told Ozark canners Feb. 19 at the association's annual meeting in Springfield, Mo. Reporting on a number of national surveys of canned-foods usage, Stier said that more younger women use canned vegetables than older housewives; 44% of families where the wife was under 25; 39% where she was 25 to 35; and about 30% when past 35. With canned fruits the age factor was not as great, but slightly more of the younger housewives used them; about 26% of those under 35; about 23% of those older.

In still another speech made by an NCA official, Nelson Budd, director of information, told Tri-State Packers Assn. at its spring meeting (Phila., March 11) that per capita consumption of canned foods reached a new peak in this country last year. Budd said, "Each civilian in the U. S. ate an average of 102.2 pounds of canned foods in 1953—an all-time high, according to USDA. Five years ago the figure was 96.9 pounds; 10 years ago, 68.3 pounds; 15 years ago, 64 pounds. This growth is a sound reflection of consumer satisfaction with canned foods, which bring so much service and bounty to shopper, cook, and grocer."

Charges against the Ohio Canners Association and 10 tomato processors who were cited, with 14 other canners, in a price-fixing and conspiracy complaint by Federal Trade Commission, have been dismissed by E. F. Haycraft, FTC examiner. In an initial order that is subject to appeal or review by FTC, Haycraft also dropped part of the complaint against the remaining 14 respondents. But he left intact five charges of alleged conspiracy to destroy a midwestern tomato growers' cooperative. The firms and Ohio Association were charged with two counts of fixing prices for raw tomatoes and seven counts of conspiring to destroy the crop and the Cannery Growers, Inc., Maumee, Ohio. Haycraft stated that he could find no evidence that the canners association, its officers and directors, or the ten processors were guilty of any of the alleged practices. The ten companies named in the dismissal, all of Ohio, are: Beckman & Gast Co., Inc., St. Henry; Buckeye Canning Co., Weston; Greenville Canning Co., Greenville; St. Mary's Packing Co., Sidney; Bryan Canning Co., Bryan; Home Canning Co., Blissfield; Tip Top Canning Co., Tipp City; Diegel Canning Co., Wapakoneta; Minster Canning Co., Minster; and Stemley Canning Co., New Weston. Remaining 14 respondents include: H. J. Heinz Co., Pittsburgh; Campbell Soup Co., Camden, N. J.; Hunt Foods, Inc., Fullerton, Calif.; Bauer Cannery, Inc., Holgate, O.; Foster Canning Co., Napoleon, O.; Gibsonburg Canning Co., Gibsonburg, O.; and Stokely-Van Camp, Inc., Indianapolis.

Babies continue to be big business! Last year America's infants consumed an all-time high of more than one billion jars of baby food, and 1954 is expected to break that phenomenal record, reports the White Cap Co., nation's largest manufacturer of caps for foods vacuum-sealed in glass. A White Cap Co. spokesman added that the increasing appetites of infants have not only revolutionized the food packing industry, but mothers have benefited most. Thanks to sterilized glass jars and vapor-vacuum caps, mothers no longer must spend hours straining and pureeing fruits and vegetables; sterilizing pans; throwing away half the food after each meal, or transferring it to another container before storing it in the refrigerator.

USDA announces to the fruit and vegetable trade that "any member of the trade who changes in any manner the working of an official inspection certificate relating to a perishable agricultural commodity—whether or not the commodity is frozen —will be subject to prosecution to the full extent provided by law." Officials of the Dept. said that in administration of the Perishable Agricultural Commodities Act, enforcement officers find occasional alteration by some unauthorized person of an official inspection certificate. The alteration usually consists of a change of date, of the quantity inspected, or of the brand name or grade—or a combination of these items. An investigation recently made of a shipment of frozen vegetables, where the date of an official inspection certificate was altered, revealed that one of the dealers did not consider the alteration serious because the produce was frozen, and apparently was not aware of the heavy penalty to which he was subject.

Bulk of the U. S. Market is in places under 50,000 population, according to extensive research by Capper's Publications, Topeka, Kansas. Victor Hawkins, director of research for Capper's, announces that 65% of the U. S. population is in places under 50,000 population; 63% of U. S. families are in places under 50,000; 63% of occupied dwellings are in places under 50,000; 71% of owner-occupied dwelling units are in places under 50,000; and 75% of the single-family dwelling units are in places under 50,000.

Kraft Foods Co., Chicago, has adopted the interlocking type of jar caps and bases for its entire line of products packaged in wide-mouth glass jars. Kraft stated reasons for the change as, "The shelving problems evolving around jar packaged products, mainly a costly time factor in stocking and restocking, the need for more orderly and neat shelf display, and better product identification." The company added that from time to time when packaging lends itself the interlocking feature, which is provided by a ridged cap and indented jar base, will be adopted for other products. Suppliers of glass for Kraft are Hazel-Atlas Glass Co., Wheeling, W. Va.; Ball Bros, Muncie, Ind.; and Metro Glass Co., Jersey City, N. J.; caps are furnished by Crown Cork & Seal Co., Inc., Baltimore; Ball Bros. Cap Co., Chicago; and Bernadine Cap Co., Evansville, Ind.

Financial news: Hunt Foods, Inc., Fullerton, Calif., reports net sales of $62,495,487 and net income of $848,369 for 1953. This constrasts with net sales of $59,768,596 and net income of $1,596,228 for 1952. McCormick and Co., Inc., reports sales of last fiscal year at $39 million, according to President Chas. P. McCormick. He says that net sales for the company should approach the $100 million mark during the next 10 years.

U. S. Steel announces 1953 income at $222.1 million, contrasted to $143.6 million in 1952. Return on sales for '53 was 5.8%; 1952 return on sales was 4.6%. U. S. Steel's production in 1953 reached an all-time high—35.8 million net tons of ingots and castings, operating at a rate of 98.4% of capacity; this was 128.6% of the production rate averaged during 1947-49. The previous record was established in 1951 when 34.3 milion tons were produced. United Can & Glass Co., Hayward, Calif., reports net income, after taxes, of $601,118, compared with $827,176 for previous fiscal year. Sales in 1953 declined approximately 15% from preceding year. Hazel-Atlas Glass Co., Wheeling, W. Va., showed a nice increase in 1953—sales of $79,250,216, compared with $70,911,083 for 1952. Net earnings, 1953, were $3,112,385; 1952, $2,956,108. Thatcher Glass Mfg. Co., Elmira, N. Y., reports 1953 net sales as $32,-597,492, compared with $27,744,109 for 1952. Net income, 1953, was $1,246,651; 1952, $990,575. Sales of Diamond Alkali Co., Cleveland, Ohio, producers of basic chemicals and allied products, reached a record high of $86,734,279 in 1953, an increase of 13% over 1952. Earnings in 1953 were $5,939,-189, equivalent, after preferred dividends, to $2.39 per common share outstanding. This compares with earnings of $5,461,820 or $2.18 per common share in 1952.

The following food broker firms were accepted as members in the National Food Brokers Association, the Association has announced: Food Marketers, 131 Third St., Des Moines 9, Iowa: J. N. Rhodes Co., 461 Market St., San Francisco; Geo. Bryan Brokerage Co., 306 Walnut Bldg., Des Moines; John F. Achterberg Co., 1020 Overland St.-Box 31, El Paso, Texas; Grant Brokerage Co., 4028 Colfax Axe., South, Minneapolis; and Hanson Feed Sales, Inc., 610 W. Michigan St., Milwaukee, Wis.

"The average American gets something less than two percent of his total calories from soft drinks," Neil Kelly, vp of Sugar Information, Inc., told the Indiana Bottlers of Carbonated Beverages in Indianapolis recently. "The substitution of nonnutritive beverages for this scant supply of calories couldn't be expected to reduce the weight of a shadow."

Names in the News: J. W. Siegfried, peach and tomato canner from Columbia, Va., was elected president of the **Virginia Canners Assn.** at its annual convention held in Roanoke, Va., recently. **Siegfried** succeeds **S. G. Wimmer.** Other newly elected officers are: **C. D. Price** of Stanley, Va., vice-president; and **E. S. Marshall** of Roanoke, (re-elected) secretary-treasurer of the association . . . **Joseph S. Shelly,** Wheeling, W. Va., has been named secretary of the Vegetable Growers Association of America, effective May 1. Association has opened full-time office in room 528, Mills Bldg., 17th St. and Pennsylvania, N. W., Washington, D. C.; **H. D. Brown,** professor of Horticulture, Ohio State University, has served as secretary of VGA of A for more than quarter century . . . **Robert Gair Co.,** New York, has opened an office at Atlanta, Ga., 705 Forsyth Bldg. . . . Stockholders at a special meeting approved the change of name of **Consolidated Grocers Corp.** to **Consolidated Foods** Corp., according to President **S. M. Kennedy** . . . Consolidated's chairman of the board, **Nathan Cummings,** was awarded an honorary doctor of laws degree at Florida Southern College's 69th annual Founders Week convocation, Lakeland, Fla., March 5 . . .

Benjamin Harrison has been named sales manager of C. F. Sauer Co., pioneer extract manufacturing firm in Richmond, Va. . . **American Can Co.** will open a new plant in Denver for manufacture of food and beer cans, **M. P. Cortilet,** vp in charge of Canco's central div. has announced . . . **Leon Henderson,** former OPA administrator, is president of **Silver Bell Food Corp.,** Philadelphia, a new company formed to manufacture and distribute condiments and food specialties . . . the Isleton, Calif., cannery of **Ensher, Alexander, and Barsoon, Inc.,** will be operated this season by **Sun Garden Packing Co.,** San Jose, Calif. . . **Thatcher Glass Mfg. Co.** announces election of **W. J. Green,** formerly president of **Stone & Co.,** Louisville, Ky., as executive vp; **Thatcher** also has opened a new office in Louisville. **F. W. Edson** has been named manager; address is 1162 Eastern Parkway . . . **Heinz** changes: **B. D. Graham,** former general sales manager, was promoted to new position of vp of marketing; **Franklin Bell,** director of advertising and public relations since 1928, has been placed in charge of advertising and public relations for all four companies of **Heinz'** international business; **Arthur Dimond,** manager of advertising, will be in charge of the **Heinz** advertising program in the U. S. . . . **James A. McConnell,** Ithaca, N. Y., has been named administrator of the USDA Commodity Stabilization Service; he succeeds **Howard H. Gordon,** who is returning to his position with **Southern States Co-op.,** Richmond, Va. . . **Florida Citrus Canners Co-op,** Lake Wales, Fla., packer of the "**Donald Duck**" brand of canned and frozen citrus products, and one of the largest processors in Fla., has appointed canned foods brokers in Los Angeles, San Francisco, Milwaukee, and Boston; and frozen concentrate reps in Boston, Indianapolis, Chicago, Toronto, Calgary, and Vancouver . . . **Comstock Foods Inc.,** Geneva, N. Y., announces it is closing its plant immediately because of sharp decline in pea acreage and need for consolidating canning operations . . .

General Foods Corp. announces it is closing its Mt. Morris (N. Y.) Birds Eye plant indefinitely because of "economic factors," according to **J. M Seaman,** eastern regional production mgr. of the **Birds Eye Div. . . Welch Grape Fruit Co., Inc.,** will start construction of a $750,000 grape juice plant in St. Catherines, Ontario, in April. About 5,000 tons of Niagara District grapes will be processed each season . . . **Holly-Ann Growers & Packers, Inc.,** Buffalo, N. Y., has been incorporated with capital of 200 shares; principals are J. F. Canale, Buffalo; **F. J. Morabito, Tonawanda,** and **V. J. Morabito, Tonawanda . . .**More than 60 production men of **Gerber Products Co.** met in Rochester recently for a 4-day conference to discuss company problems . . . **Vincent J. Senn,** formerly prof. of agricultural chemistry at **University of Florida,** recently joined the staff of the **U. S. Citrus Products Station (USDA),** Winter Haven, Fla . . . **Link Belt Co.,** Chicago, announces appointment of **John D. Riley** as district mgr. of its Cleveland office, and **Harry G. Anderson** as district mgr. of the Newark, N. J. office . . . **Oliver Willits,** vice-chairman of board of directors of **Campbell Soup Co.,** states that the construction of of company's new Napoleon, O., plant on same site of present plant will depend on whether local trustees will relax zoning regulations.

Your Food Packer NEWS LETTER
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